10/26/87 C 2710-1

© Entire contents copyright 1987 by Crain Communications Inc. All rights reserved. $1.50 a copy; $59 a year

NEWSPAPER

October 19, 1987

WASHINGTON DC 20014
4520 EAST-WEST HWY #800
SRI ACQUISITIONS
CONGRESSIONAL INFO SERVICE
0201909949 AA00 8742 COMP X52
*********3-DIGIT 200

Advertising Age

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

Winners Sponsors score without 'real' NFL

By VERNE GAY

NEW YORK—As the 1987 National Football League strike fades into a bad memory, the long-term impact on media and advertisers is just emerging.

Major advertisers who pulled out of the games—including Chrysler Corp., Ford Motor Co., General Motors Corp. and Miller Brewing Co.—seem to be questioning whether NFL buys are critical to their marketing strategies, though no one disputes the value of those buys.

These advertisers claim they were able to meet their weekly rating goals via replacement programming and noticed little or no negative impact on sales.

The injury list is still being compiled, but the Big 3 TV networks combined to lose an estimated $16.5 million in NFL advertising revenue during the three-week strike because of defecting advertisers and dramatically lower unit costs for commercial time during the replacement-game telecasts.

During the strike, major sponsors partially refilled the networks' coffers by placing commercials in other network programming.

The networks did suffer a revenue drain, however. ABC, which would have pulled in $9.8 million per Monday night game under normal circumstances, lost an estimated 24% of that revenue on average each week; CBS, which would have pulled in $5.8 million in its higher-rated Sunday game, fell 31%; and NBC, which would have drawn $4.8 million per game, fell 30%.

The networks, in turn, paid the NFL proportionately lower rights fees each week of the players' strike.

Ironically, some advertisers had a windfall from the strike. Procter & Gamble Co., which has a broad audience for many brands, heavied up buys in some of the so-called "scab" games—or those involving substitute players. P&G typically seeks a low cost per thousand; when the networks dropped their prices on the games, P&G instantly climbed aboard.

NFL football, which was not profitable for the Big 3 networks in the last year of

(Continued on Page 132)

Saatchi tells Thatcher: We want out

By KEVIN COTE

LONDON—Saatchi & Saatchi Co. has sent a letter to British Prime Minister Margaret Thatcher expressing the agency's desire to resign the ruling Conservative Party's advertising account.

Saatchi would not confirm the report, but there has been talk of a parting ever since a Conservative Party victory four months ago.

The relationship, begun in 1977, brought widespread attention to the little-known agency when the then-pioneering campaign put the Tories in power in 1979. It also won the Saatchi brothers important friends in the financial community and provided a basis for the ad agency's speedy growth.

The letter reportedly cites the agency's concern that future affiliation may pose conflict-of-interest problems to the government as Saatchi & Saatchi seeks to diversify into broadcasting and financial services, which are government-regulated.

The Saatchis have gone after two U.K. banks—unsuccessfully—within the past month. And any such acquisition must be approved by the government.

The parting would highlight an important turning point in the de-

(Continued on Page 132)

Kabuki tea Thomas J. Lipton Inc. asks the age-old question, "How do you make a Kabuki warrior smile?" Answer: With Oriental Treasures Herbal Teas. See story on Page 136.

Last Minute News

Campbell cooks up Souper Combos

CAMDEN, N.J.—Campbell Soup Co. is test-marketing Souper Combos, a line of eight frozen microwave-only soup and sandwich combinations, in Chicago. The line includes tomato soup and grilled cheese sandwich; vegetable soup and cheeseburger; chili with beans and hotdog on a bun; and cream of broccoli soup with ham and swiss cheese croissant. Retail price is $1.99 to $2.49. FCB/Leber Katz Partners, New York, handles.

PepsiCo shuffles marketing execs

SOMERS, N.Y.—PepsiCo plans to shuffle some key marketing executives among its subsidiaries, sources say. As previously reported, David Ropes is expected to become advertising director, Pepsi-Cola USA, from VP-advertising at Pizza Hut, Wichita, Kan. He will report to Senior VP-Creative Services Alan Pottasch (AA, Aug. 17). Mr. Ropes succeeds Jeff Meyers, who will move to a new advertising/marketing post at Frito-Lay, Dallas, these

(Continued on Page 8)

Times Mirror pays top dollar for magazines

Diamandis hits goal

By PATRICK REILLY

NEW YORK—Times Mirror Magazines' purchase of four publications from Diamandis Communications Inc. has effectively closed down what might have become the greatest garage sale in the magazine industry's history.

The New York Times Magazine Group and Hearst Corp. still are bidding actively for some of DCI's remaining special-interest consumer magazines, sources said. But Times Mirror's decision to pay top dollar for *Field & Stream*, *Home Mechanix*, *Skiing* and *Yachting* may have spoiled it for others. The magazines sold for $167.5 million.

"Essentially we have met our goals," said DCI Exec VP Robert Spillane. "We may not sell any more magazines." DCI acquired the 21 titles in a $650 million, management-led buyout of CBS Magazines (AA, Oct. 5).

DCI's goal was to sell a handful of magazines to reduce its debt from the buyout, and President-CEO Peter Diamandis said he did not want to sell off more than $80 million in annual ad revenue from his magazines. The total 1986 ad revenue from the four titles sold

(Continued on Page 132)

MPA has fun—P. 3 | West Coast roundtable—P. 52 | P&G rips Wall St.—P. 122

Highlights

Shine on, Chiat/Day 4
Success won't spoil Chiat/Day—yet. The agency's work for Nissan Motor Corp. USA breaks this week, just 10 weeks after it won the $150 million account, and Jay Chiat seems to be the only one not worried about what this humongous billings injection will do to the shop. In fact, his only concern is whether to run a daring house ad, timed for the Nissan TV commercials' debut.

Shooting for the whites of their eyes 12
The $500 million contact-lens care market is about to become an advertising and research battleground as companies introduce new campaigns and products. Ross Laboratories and Alcon Laboratories are challenging established category leaders Bausch & Lomb and Allergan Optical.

Becoming emotional over babies 24
Warner-Lambert Co., facing growing competition in the home-pregnancy-test market, is shifting its ad strategy from comparative claims to an emotional pitch as it introduces its latest line extension. The switch comes after the company was ordered in July to discontinue its ad claims after Tambrands filed suit.

U.S. getting hyper 118
Hypermarkets—sprawling stores designed for one-stop shopping—are getting the endorsement of U.S. retail giants, now gearing up to sell consumers on the concept. The stores are designed to appeal to busy customers who value the convenience of finding everything from broccoli to bicycles in one place. Retail analysts agree the giant stores should become an important force, but caution it still is unclear how consumers will respond.

P&G exec rails against takeovers 122
Procter & Gamble Co., a leading opponent of ad agency megamergers, is taking a position against hostile takeovers, corporate raiders and Wall Street's passion for short-term results. Speaking at the company's annual meeting, Chairman-CEO John Smale said hostile takeovers too often burden companies with unmanageable debt and substantially reduced research and development budgets.

Ford shifts gears 123
The growing importance of financial and international operations has spurred Ford Motor Co. to reorganize operations and shift some key senior executives.

INTERNATIONAL

Ad tax disappearing overseas 96
As Florida's ad tax faces the axe, similar proposals have met the same fate in Thailand and Italy, and South Africa is considering scrapping its 3-year-old tax.

Tofutti aims for world consumption 96
It's tofu time up north and Down Under as Tofutti Brands enters into distribution agreements in Canada and Australia, and is targeting Finland as the next market.

Color Puma shoes with red ink 98
German sports shoe and clothing manufacturer Puma AG is heading for its second straight year of red ink, raising doubts about its existence as an independent company. The company's bottom line has been hurt by heavy U.S. losses, resulting from marketing errors and bad luck.

OTHER NEWS

Neutrogena Corp. is testing its first TV advertising in six years, hoping increased awareness of its key soap and shampoo businesses will ease its expansion into skincare. Page 28.

Ogilvy & Mather is looking forward to building its business with Ford Motor Co. instead of lamenting its decision to pass up a shot at the $150 million Nissan Motor Corp. USA account. O&M officials plan to use its new 10-person Dearborn, Mich., office as its base of operation on the Ford account. Page 45.

E&J Gallo Winery intends to bolster its presence in the lucrative varietal wine segment with a new coastal varietal line. Company officials would not disclose details on the expansion, but a Gallo spokesman confirmed industry rumors that such a plan was in the offing. Page 118.

Sex sells. If it didn't, TV commercials would feature more Ernest Borgnines and fewer Christie Brinkleys and there would be no reason to choose James Garner and Cybill Shepherd as spokesmen for the Beef Council. But can sex sell computer software? Barry KuKes gets to be the one who finds out. Page 124.

SPECIAL REPORT

***Marketing to Affluents**—The media is constantly searching for new paths to reach the trend-setting group labeled "Influentials" by Doyle Graf/Roper or "Ultra-Consumers" by Grey Advertising; the age, income and spending habits of those that make up this market for pricey products is going to change the balance of buying power as well as the face and sound of print and broadcast in the near future. Starts after Page 80.*

REGULAR FEATURES

AD REVIEW	32	DIRECT MARKETING	72	PRESSTIME	8
ADVERTISING MARKETPLACE	125	EDITORIAL	16	REPORTER'S NOTEBOOK	134
ADVERTISER PEOPLE	65	FOR THE RECORD	131	REGIONAL NEWS	110
ADWHIRL	136	FORUM	18	RESEARCH BEAT	100
AGENCY PEOPLE	70	GARFIELD	86	RESEARCH PEOPLE	100
BEST OF PRESS	94	HEAD SHOTS	4	THE NEXT TREND	84
BOOK REVIEW	98	LETTERS	20	U.S. NEWSWATCH	4
BRADY	84	McKINNEY	86	WORDS	82
BRADY'S BUNCH	120	MEDIAWORKS	114, 116	WORLD NEWS ROUNDUP	3
CHRISTOPHER	68	NEW PRODUCT ROUNDUP	70		
CONLON	86	ON TRADEMARKS	128	FIGURES TO FILE	
CON-SID-ERATIONS	16	PARTING SHOT	82		
CORRECTIONS & CLARIFICATIONS	6	PEOPLEWORKS	112	ADVERTISING PAGES IN OCTOBER	
CURRENTS	90	PHOTO REVIEW	108	CONSUMER PUBLICATIONS	129

Vol. 58, No. 45—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semiweekly the fourth week in March and the fourth week in September at 740 Rush Street, Chicago, Ill. 60611-2590. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. $1.50 a copy, $59 a year, $104 two years. Add $104 per year for air delivery to Europe & Middle East. Add $34 for surface mail to all other foreign countries. WILLIAM STRONG, VP-circulation; JOHN HUFFMAN, fulfillment director; DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207 (313) 446-0494.

ABP MPA RED TAG ABC

Agency nets merge, trim, consolidate

By JON LAFAYETTE and JENNIFER LAWRENCE

The strong got stronger and the weaker disappeared last week, as two of the nation's largest agency groups, Interpublic Group of Cos. and Omnicom Group, consolidated resources by merging or trimming operations.

William Weithas becomes chairman-ceo, Lintas:Worldwide.

Interpublic merged SSC&B:Lintas Worldwide and Campbell-Ewald Co. to form a $2.8 billion agency giant christened Lintas:Worldwide (AA, Oct. 12).

The action was bloodless; no clients pulled out and few employees are expected to leave.

The SSC&B name, however, no longer will be used.

At the same time, Interpublic-controlled Lowe Marschalk scaled down its 35-person Houston agency to a service office, and the group's flagship operation, McCann-Erickson, said it will close small offices in Boston and Dallas because of a lack of business.

Omnicom, meanwhile, merged one of its smaller agencies into a larger one. Cargill, Wilson & Acree, Atlanta, which had been a subsidiary of Doyle Dane Bernbach before the three-way deal that created Omnicom, became a unit of Dallas-based Tracy-Locke.

Both agencies were units of Omnicom's Diversified Agency Services arm. Tracy-Locke had been a subsidiary of BBDO before Omnicom was formed in 1986. The Atlanta operation will be called Cargill, Wilson & Acree/Tracy-Locke.

These moves are consistent with those of other leading agencies. D'Arcy Masius Benton & Bowles, J. Walter Thompson Co. and Young & Rubicam either have sold or closed some operations in midsize markets in the past few years.

In explaining the Lintas move, Interpublic Chief Financial Officer Gene Beard said that of the 250 offices the company's agencies maintain, all but a dozen are profitable. "We constantly study them, looking for better economies of scale," he said.

Interpublic Chairman Philip Geier Jr. said "each agency has its own plans" to increase the effi-

(Continued on Page 135)

Networks want answers

Rivals challenge Continental spot

By JENNIFER LAWRENCE

The battle between the airlines will intensify this week as Continental Airlines counters charges from two competitors that its comparative TV spot is deceptive.

Late last week, the Big 3 networks requested that the Texas Air subsidiary's ad agency, N W Ayer, Houston and New York, respond to requests from American Airlines and United Airlines representatives that Continental's new 30-second spot be pulled.

Houston-based Continental, which began airing the spot Oct. 1 as part of a major fourth-quarter, $25 million quality service ad campaign (AA, Sept. 28), contends the commercial is accurate, said James O'Donnell, Continental VP-marketing services.

The airline and its agency are expected to make these points when they respond in writing to the networks' request this week.

The commercial makes the point that Continental handles some aircraft maintenance for 24 carriers including "United, Delta, Federal Express, even American," according to the script.

The visual shows a Continental maintenance crew working on an American Airlines plane.

The commercial is airing in about 20 major spot markets. It will air until each network decides whether to pull the spot from its owned and operated stations. That decision is expected by the end of October.

Additionally, Chicago-based Leo Burnett USA, United's agency, sent a letter on Oct. 9 to the National Advertising Division of the Council of Better Business Bureaus requesting it to check into the matter.

The letter sent to ABC, CBS and NBC came from Loeb & Loeb & Hess, the New York law firm that represents American's ad agency, Bozell, Jacobs, Kenyon & Eckhardt, Dallas.

In the letter, Continental is accused of boosting its image through affiliation with American.

The letter claims the spot "grossly distorts and exaggerates the degree to which American relies on Continental for on-call maintenance."

The challenge request also objected to use of an American plane and logo on camera for longer than the Continental logo. The letter asserts that Continental wishes to "acquire some of American's excellent reputation in place of theirs."

A shorter letter to the networks from Burnett contends that the commercial "grossly misrepresents the airplane maintenance that Continental renders to United and other airlines."

Matthew Margo, CBS VP-program practices, said the challenge comes from American and United and not the network. #

NAD slams spot from Mattel

'Captain Power' gets more flak

NEW YORK—The Children's Advertising Review Unit of advertising's self-regulatory system believes Mattel Inc.'s TV commercial and associated program for "Captain Power" and his Power Jet XT-7 may have confused children by blending fantasy and programming with commercialism.

The challenge to Mattel's children's cartoon TV program and commercial was one of seven cases disposed of in September by the National Advertising Division of the Council of Better Business Bureaus.

Under the NAD's "modified or discontinued" heading, only the Mattel case and a TV spot for a Cadillac rental campaign by Avis Inc. were cited.

The other five cases were closed when advertisers substantiated their claims.

Mattel's commercial, by Ogilvy & Mather, Los Angeles, opened with what seemed to be a cake mix commercial being interrupted by static and voices. Viewers then heard: "I think we're getting through, Captain." "What year?" "19, uh—87—I think. Try it."

The spot turns into a 60-second introduction for a toy line, Captain Power and the Power Jet XT-7, which figures in Mattel's "Captain Power & the Soldiers of Fortune" TV cartoon series.

In the commercial, Captain Power appeals to viewers to fire their Power Jet XT-7 "invisible beams" at "enemy targets" that threaten "human life." He adds, "The power of the future is in your hands."

CARU questioned whether the fantasy enabled children to distinguish between "real and make believe," whether the featured toy was misleading to children, whether Captain Power's appeal could "hamper a young child's ability to distinguish between program/editorial content and advertising," and whether the "urgency of the message" put "extreme sales pressure" on children who are "not as prepared as adults to make judicious, independent purchase decisions."

The case embodies problems cited by parent groups in calling upon the Federal Communications Commission to reopen the issue of regulating TV commercials during children's programming.

Hawthorne, Calif.-based Mattel, in reply, held that the toy was shown clearly in a realistic setting, that children could see that light beams were not being fired by the Power Jet and that it was following CARU guidelines throughout.

CARU reaffirmed that it wants children to be able to distinguish between commercials and programs. Mattel said future Captain Power advertising would "give consideration" to CARU's concerns.

NAD cited Avis for a TV commercial by Backer Spielvogel Bates, New York, in 14 major cities that offered a Cadillac at $45 a day.

The offer was not available in the New York area and TV supers so stated, but a New Yorker who missed the qualifier complained to the NAD.

Avis held that its qualifier was clearly shown. NAD said that it is not proper to substantially change the meaning—"Rent a Cadillac for $45 a day"—with contradictory footnotes or supers.

Garden City, N.Y.-based Avis disagreed but said it would clarify the modifying statement in future advertising of this sort.

Advertising substantiated:

Bristol-Myers Co.'s Drackett Co. subsidiary, Cincinnati (Laurence, Charles, Free & Lawson, New York), substantiated a TV spot claim for new Liquid Vanish toilet bowl cleaner that said it "really does clean tough rust stains below the water line better than Lysol."

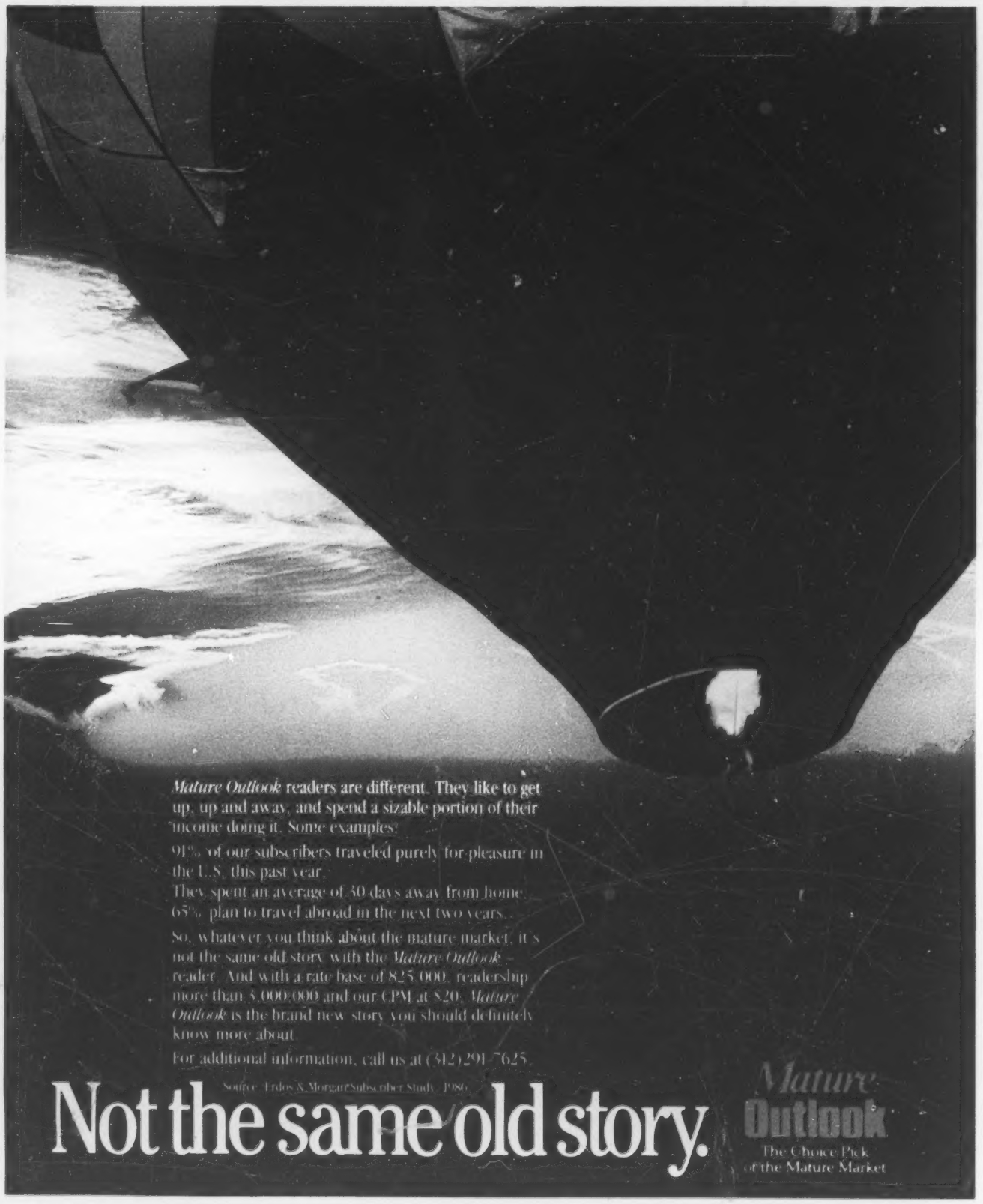
Chrysler Corp., Highland Park, Mich. (BBDO Worldwide, Southfield, and Bozell, Jacobs, Kenyon & Eckhardt, Birmingham), was challenged for advertising a price of "$183 per month base model" for its Dodge Caravan. Chrysler was able to substantiate that orders were being accepted for the base vehicle where it was available.

Gillette Co., Boston (Bunker & Bunker Corp.), substantiated a newspaper ad for a Good News! razor promotion with Continental Airlines, Sheraton Hotels and National Car Rental System.

Johnson & Johnson Products, New Brunswick, N.J. (Cadwell Davis Partners, New York), substantiated the claim that Reach toothbrushes "can get your teeth 51% cleaner than the other leading toothbrush" because of its "dental angle."

U.S. Department of the Navy/Navy Recruiting Command, Arlington, Va. (in-house), was challenged on a newspaper classified ad in the *Milwaukee Journal* for an aviation maintenance position. The ad did not state the job required a four-year enlistment in the U.S. Navy.

The Navy said blind ads of this sort are effective in reaching prospects and have been used for years by business and industry. The Navy noted—and NAD agreed—that callers quickly learn when phoning that the Navy had run the ad. #

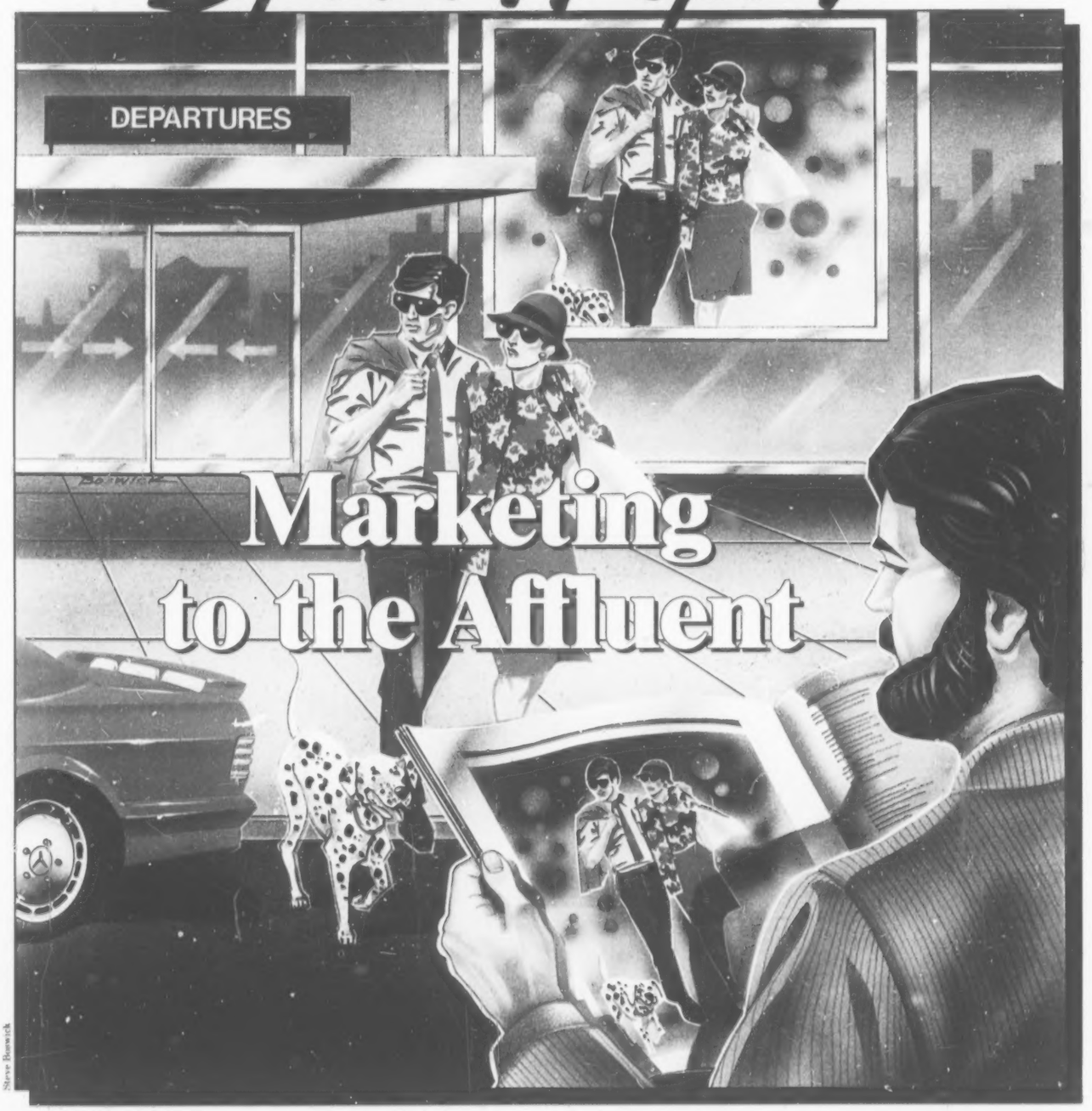

Mature Outlook readers are different. They like to get up, up and away, and spend a sizable portion of their income doing it. Some examples:
91% of our subscribers traveled purely for pleasure in the U.S. this past year.
They spent an average of 30 days away from home.
65% plan to travel abroad in the next two years.
So, whatever you think about the mature market, it's not the same old story with the *Mature Outlook* reader. And with a rate base of 825,000, readership more than 5,000,000 and our CPM at $20, *Mature Outlook* is the brand new story you should definitely know more about.
For additional information, call us at (312) 291-7625.
Source: Erdos & Morgan Subscriber Study, 1986
Not the same old story.
Mature Outlook
The Choice Pick of the Mature Market

CORRECTIONS & CLARIFICATIONS

The following corrections pertain to ADVERTISING AGE's 1987 "100 Leading National Advertisers" special issue, Sept. 24.

- Unilever PLC/NV had 1986 worldwide sales of $25.37 billion (P. 159). Its sales grew 4.8% during the year. Also, Morris Tabaksblat is chairman, Chesebrough-Pond's; Gordon Stevens is chairman of both Lever Bros. and Unilever U.S.
- John A. Powers of Heublein Inc., a division of GrandMet, should have been listed as chairman of the board (P. 112).
- H.J. Delaney Co., an agency listed for CPL Industries, a division of Colgate-Palmolive Co., is located in New York (P. 82).
- The personnel for NutraSweet Co., a division of Monsanto Inc., were listed incorrectly (P. 131). The corrected listing includes Lauren S. Williams as president-chief operating officer and William Wohlfeil as VP-marketing.
- In the profile on RJR Nabisco (P. 147), Gerald H. Long should have been listed as chairman and president-ceo of R.J. Reynolds Tobacco USA.
- Matthew C. Blank, senior VP-consumer marketing, should have been listed among Home Box Office marketing personnel in the Time Inc. profile (P. 158). #

Special Report



Marketing to the Affluent

Steve Renwick

Touching the top worth the premium

What determines the state of, the who and the why of affluence? Is it household income? Is it attitude? A recently released study of the "Premium Class" by Doyle Graf/Roper, New York, considers 1.8% of the population, with annual household income of $100,000, as affluent. The study, directed by Adam Stagliano, senior VP-director of planning at Doyle Graf Mabley, calls them "Influentials," and suggests that they are not just a market unto themselves, but also perhaps trend setters for premium goods in all product categories.

However, according to *Fortune* it takes a minimum annual income of $75,000—less than 5% of the population is in this group—to live the affluent life.

Donnelly Marketing in Stamford, Conn., studies those "Living Well," with a $50,000 annual household income.

And Grey Advertising, New York, looks to the "UltraConsumer," 26% of the population making $25,000 or more—only 5% of this group is making $75,000. These are the consumers that account for the massive purchases of pricey products—the ones who reach to buy the best whenever possible.

Although, the affluent annual household income may vary, the media search for new avenues to reach the "Influentials" or the "UltraConsumers" is constant.

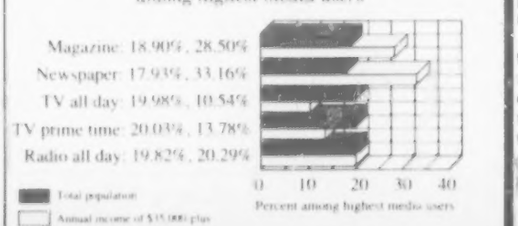
Cable TV *(see cable story on Page S-18)* has an extensive lineup of financial news programs that sport impressive viewer statistics.

Radio is listening to a presentation on the "Amazing Invisible Market," *(see radio story on Page S-2)* an information campaign that attempts to erase reluctance of advertisers and agencies to target the 35-plus age group—the segment expected to change the balance of buying power in the not too distant future.

—Pat Gray Thomas

Reading affluents media habits

Total population vs $35,000-plus income group among highest media users


Magazine: 18.90%, 28.50%
Newspaper: 17.93%, 33.16%
TV all day: 19.98%, 10.54%
TV prime time: 20.03%, 13.78%
Radio all day: 19.82%, 20.29%
0 10 20 30 40
Percent among highest media users
Total population
Annual income of $35,000 plus

'If you can't afford the cover price. . .'

By Hortense Leon

When *Fortune* was launched in 1929, the cover price was $1. In the same year *Life* sold for a modest 10¢.

It is in the *Fortune* mold that today's super-slick magazines, catering to households with an annual income of at least $50,000, are being cast.

"Since 1980," says Samir Husni, professor of service journalism at the University of Mississippi at Oxford, "the revenue supporting magazines has divided into a 50/50 split between advertising and cover price. In the past, it was more like 70/30, with the majority coming from ads.

"The high cover price is a kind of ticket in. In many cases, if a customer can't afford the magazine itself, she or he won't be able to buy what's advertised inside," he says.

Magazines targeted to the affluent, about 5% of the total, have a better chance of making it than middle-of-the road entries. So far in 1987, 370 new magazines have been launched, about 18 target the affluent, but two out of 10 in the total will die before a third anniversary, Mr. Husni says.

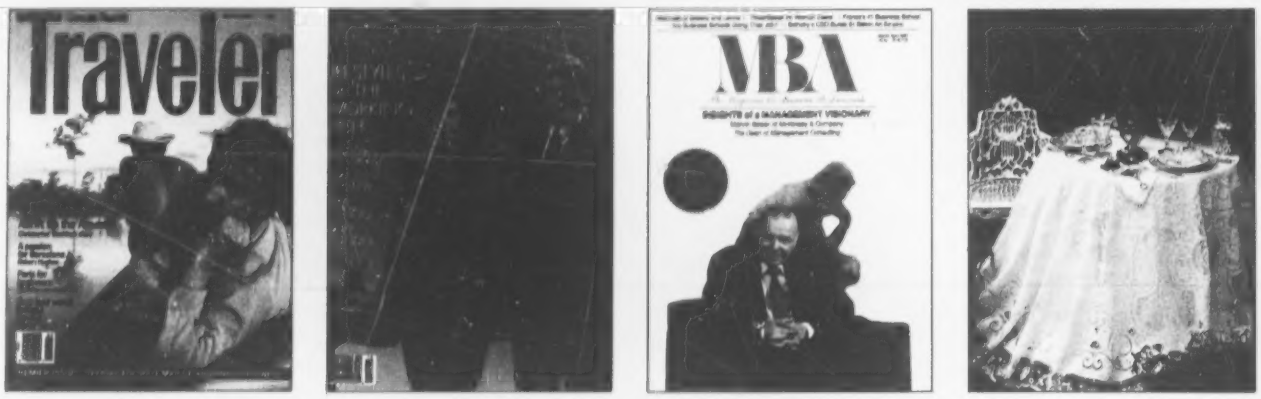
Independent ventures are very hard to fund. "The last thing on Earth I'd want to start is a magazine today. It's suicide," says Stephen Burzon, publisher of New York-based *Metropolitan Home*, backed by the powerful Des Moines, Ia.-based Meredith Corp. "The people on Madison Avenue have so many places to put their dollars. They're not waiting for more titles to put their ads in."

Although difficult to fund, new magazines continue to arrive, and the targeting continues to tighten.

Cleveland-based *MBA*, launched in January is considered by its publisher, Paul Oppmann Jr.—M.B.A., Harvard Business School, 1969—as the *People* of the business world—with more depth. As a business magazine, with a cover price of $5, it appeals not only to a desire for financial success, but to the audience's desire for information, romance and even humor. In fact, it is probably more like *Esquire*, he says.

Start-up costs, Mr. Oppmann says, were more than $1 million, which included research on demographics by National Market Measures, Cleveland,

(Continued on Page S-28)



Magazines recently making their debuts for consumers in the upper income tier and willing to spend accordingly include, from left, Traveler, Millionaire, MBA and Veranda.

Hortense Leon is a Florida-based free lance writer.

P/AR
Working the territory with PAR Target Account Reports makes smart selling pay off.
Target Reports gives you names of active advertisers that can tie-in with your special editorial sections. One week delivery for custom report.
Call: (312) 446-9233.
PATTERSON ADVERTISING REPORTS, INC.
550 Frontage Road • Northfield, IL 60093

'Chi. Times' takes its city seriously

Chicago Times, which hit the newsstands the first week of September, is facing off against 35-year-old *Chicago* magazine, owned by Detroit-based Metropolitan Communications, which last year bought the magazine from WTTW Inc., a public broadcasting company.

But Todd Fandell, president of Chicago Times Co. and former editor of Advertising Age, says his bi-monthly is aiming at a different niche. It is a thinking man's magazine, devoid of "stories on where to find the best artichoke pizza." On the contrary, "*Chicago* Times is a magazine for people who enjoy in-depth articles about the political structure . . . It celebrates Chicago and the region, which should be taken seriously," he says.

"While the magazine appeals to the top few [affluent] percentiles demographically, we were not looking for affluent readers, per se. It just happens that the people who like to read are often those who also have money," he says.

Mr. Fandell says 48% of his readers are found in the city and 49% can be found in the suburbs. Only 3% come from outside metropolitan Chicago. Of the 48% in the city, the biggest concentration of readers comes from the downtown area—people with residential and business addresses there. The second biggest chunk of readers comes from the Gold Coast, the most affluent residential area in the city.

Although editorial is not necessarily targeted to the affluent, the advertising, skewed to an upscale market, includes Marshall Field & Co., Chicago's leading department store, financial institutions such as Northern Trust Bank and Harris Bank, and N.H. Rosenthal Furs.

The magazine was launched for $2 million and is expected to turn a profit by the end of 1989, Mr. Fandell says.

In contrast to the mass-market appeal of 200,000-circulation *Chicago* and other publications of interest to affluents, *CT*'s goal of at least 50,000 circulation and up to 75,000 three or four years from now, is modest.

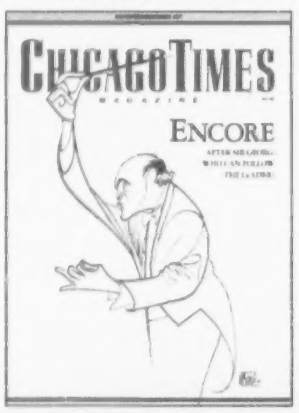
But if the initial goals are modest, the magazine seems to have begun with a bang. The 11,000 newsstand copies of the first issue sold out almost immediately.

The supply given to a downtown bookstore, Kroch & Brentano's, sold out in four hours; the store then received another shipment that it sold in a week. This was supply which was supposed to last two months, until the next issue. Altogether, 63,000 copies already have been sold.

The initial ad budget for the publication was between $450,000 and $500,000, most of which was spent on direct mail that was created in-house with a number of consultants.

Radio spots by Smith, Badofsky & Raffel, Chicago, ran on six stations—including WFMT, a fine-arts station with which the magazine has a trade-out arrangement—the first three weeks the magazine was on the stands, and will run again with the second issue.

—*Hortense Leon*



Chicago Times' second issue (top) plays the Chicago Symphony Orchestra, while the first included a review of the city's architecture boom.

A LOT OF NEW YORK TRAVEL MONEY LIVES IN FAIRFIELD COUNTY.

Any Airline Advertiser wanting to hit home with the high end income core of the N.Y. ADI had better zero in on Fairfield County: home of the 2nd highest household ticket sales in the ADI.

And the FCD Newspaper Network, now with full 3% ADI coverage, is by far the most effective and cost-efficient way to reach it!

If your advertising target is irresistible wealth, call Greg McNally at Landon Associates: (212) 867-1112.

FAIRFIELD COUNTY DAILIES
FCD
one order / one bill / at a discount
At home with irresistible wealth

FCD: The Bridgeport Post Telegram, Danbury News-Times, Greenwich Time, The Hour (Norwalk), The Advocate (Stamford)

Magazine cover price

(Continued from Page S-26)

and $350,000 to develop a list of 500,000 names—a cost several times more than most lists this size, says David Lee, senior VP, Magazine Publishers Association, New York.

The second issue is ready, says Mr. Oppmann; if $2 million in additional funding can be arranged, it will be out by Thanksgiving.

MBA's problems developed in spite of an almost textbook approach: Readers were culled from the top business schools and Dun & Bradstreet Corp. lists. The early research shows the targeted reader is 36 years old and has an average individual income of $147,000.

The reason for choosing this age group, Mr. Oppmann says, is that U.S. Department of Education figures show that two-thirds of M.B.A.s are under 40; business people relatively fresh out of school identify strongly with their M.B.A.; and the younger reader represents a hole in the marketplace.

The median age is moving up for readers of *Forbes* magazine —51.9 in 1987 up from 51.2 in 1985—and *Business Week* —43.1 in 1985, which is bad for business because people in their 30s tend to make more purchases and more choices about what they will buy for the rest of their lives.

Mr. Oppmann gave away 93,000 out of 100,000 copies of his first issue. He hopes to increase the current 7,500 paid subscribers to 500,000.

MBA's advertisers included Martell and Hennessy Cognac, Cartier watches and Shearson American Express. But only half of the 40 pages of advertising were paid.

Millionaire, West Palm Beach, Fla., has only 24 pages of advertising, out of 104, but most are paid. A round of press parties started in New York on Sept. 21, and Beverly Hills, Calif., Sept.23. With more of the same to come in Dallas, Chicago and Palm Beach, *Millionaire* magazine hit the newsstands Sept. 29.

The price of the launch, says Publisher Doug Lambert, was $3 million, which includes a 1-million-piece direct-mail campaign in October.

The magazine is destined to become synonymous with success and luxury, Mr. Lambert says, just as an earlier brainchild of his, *Playgirl*—sold in 1977 to Stephen Geller, a New York entrepreneur—became synonymous with nudity.

Targeting the 5 million-to-8 million "working rich," Mr. Lambert expects to win 1 million readers. Published 10 times a year with a $4 cover price, *Millionaire* should be in the black after the first six issues, he says.

The first printing is 110,000, and the subscription vs. newsstand split has yet to be determined.

As befits a fashionable magazine, 25 of 80 editorial pages in the first issue feature fashion-oriented editorial; the remainder includes features on travel, lifestyle and money.

While *Millionaire* courts new money, another magazine south of the Mason-Dixon line is courting old affluence. *Veranda*, almost a clone of Birmingham, Ala.-based *Southern Accents*, premiered in March. The similarity comes from Lisa Newsom, editor and publisher of *Veranda*, who had been editor and co-founder of *Southern Accents*.

The magazine also resembles *Architectural Digest* and *House Beautiful*, with features on homes, gardens, food and a social calendar for sports events, fashion shows, historical tours and benefits, as well as selections from southern novelists including Pat Conroy, author of "The Great Santini," and Ann River Siddons.

Ms. Newsom developed the

Periodicals with a high concentration of the affluent market

(Percent of affluent consumers)

Periodical	Affluent readers	Percent concentration
National Geographic	10,921	33.4%
Reader's Digest	9,235	28.2
Better Homes & Gardens	8,936	27.3
TV Guide	7,908	24.2
Time	7,864	24.0
People	7,464	22.8
East-West Network (Gross)	7,108	21.7
Wall Street Journal	6,206	19.0
Newsweek	6,045	18.5
Sports Illustrated	4,891	15.0
House & Garden	4,886	14.9
Money	4,487	13.7
Smithsonian	4,435	13.6
Southern Living	3,998	12.2
House Beautiful	3,782	11.6
New York Times Sunday Magazine	3,745	11.5
Bon Appetit	3,527	10.8
Travel & Leisure	3,522	10.8

Source: Mendelsohn Media Research, 1986

IPAR
We track over 25,600 ads every month in 150 business and consumer magazines.
We can tell you where your competition is...what they spend...how much on each brand, by month, by book.
Call: (312) 446-9233.
PATTERSON ADVERTISING REPORTS, INC.
550 Frontage Road • Northfield, IL 60093

Looks Like Money.
Feels Like Money.
Metal Tokens Make Your Promotion More Powerful.
We are one of the world's leading designers and producers of metal tokens. Order as few as 1000 or as many as you need and give your promotion more perceived value. We offer stock and custom designed tokens with shipments on stock items almost overnight. Call us Toll-Free. Write or call for samples or information, Toll-Free 1-800-225-2734.
Roger Williams Mint™
Northwest Industrial Park
79 Walton St.
Attleboro, MA 02703
In Mass. call (617) 226-3310

'Auto Gallery's' interior design plush

As Al Esguerra describes it, *Auto Gallery* is as comparable to other car-enthusiast magazines as an economy hatchback is to a luxury sedan.

Mr. Esguerra is president of Auto Gallery Publishing Co., the Beverly Hills, Calif.-based company that launched the monthly in January.

He says his goal was a publication combining the feel of *Connoisseur*, *Town & Country* and *Vogue*: a slickly designed magazine targeted toward affluent consumers and focused primarily on European automobiles.

A former importer of European autos with a brief background in publishing, Mr. Esguerra sensed a need for a non-vertical auto magazine for consumers "not really concerned with high performance, but comfort and luxury."

He says while *Car & Driver*, *Motor Trend* and *Road & Track* specialize in testing high-performance, mostly American and Japanese cars, *Auto Gallery* instead plans to test cars using indicators like leather quality and "how a car bounces when going over a railroad crossing."

Auto Gallery also does not compete with Murdoch Magazines' *Automobile*, Mr. Esguerra says. "[*Automobile*] is too similar to the other car books. Even though it's classier and more sophisticated, it's not a threat to us."

Originally positioned to advertisers as a regional magazine, *Auto Gallery* is "slowly phasing into national advertising," Mr. Esguerra says. Several auto manufacturers, including Aston Martin Lagonda of North America and Lotus Cars USA, have signed up for 1987 or 1988 schedules.

The magazine depends heavily on Southern California dealerships and dealer associations but also attracts a few non-auto marketers such as American Rarities Investment Corp. and Donzi Marine Corp.

Oversize pages and use of lavish color are designed to set Auto Gallery apart from typical auto buff books.

A four-color page national ad sells for $6,500; as of Jan. 1, the magazine will increase its regional ad rate to $4,200.

Mr. Esguerra says the magazine's current paid circulation is 78,000, with more than half sold on newsstands in 50 affluent U.S. markets. He foresees circulation growing to 350,000.

To build subscribership, the company hired Ogilvy & Mather Direct, Los Angeles, to define the magazine's market and produce a direct-mail solicitation. Some 100,000 packages will be mailed out this month; the target audience is 35-to-50-year-old consumers with yearly household incomes between $75,000 and $110,000.

About 70% of *Auto Gallery* editorial is devoted to reviews and commentary on cars and racing. The rest is set aside for stories on celebrities—ranging from Domino's Pizza founder Tom Monaghan to singer Lou Rawls—travel and other topics peripherally related to cars, such as luggage designed to fit into European autos' smaller-size trunks.

To illustrate these stories, design director Michael Brock relies heavily on close-up photography and a sophisticated layout. *Auto Gallery* is luxuriously oversized at 11 inches by 15 inches, and printed on glossy paper stock.

"Autos represent one of the finest forms of design," Mr. Esguerra says. "We wanted to design a magazine that reflects that belief."

—*Julie Liesse Erickson*

direct-mail lists for both magazines from friends, social clubs and private schools. In late 1986, a 50,000-piece direct mail campaign costing $60,000 heralded the new magazine.

Readership is 60% to 70% female, has a median annual household income of $100,000, and about 20% are decorators. Local and regional advertisers, including galleries, interior design stores and portrait painters are the major advertisers.

The fall issue, third of four in 1987, had a run of 60,000 copies. Each printing has been up 10,000 from the previous one, says Ms. Newsom.

Another newcomer targeting the upscale consumer focuses on a bigger group with lower annual income. Conde Nast bought *Signature* from Citicorp Diners Club for a reported $25 million. The new *Traveler* acts as the *Vanity Fair* of travel magazines.

Conde Nast trimmed circulation to 550,000 from 840,000 by removing the negative option that had been available to Diners Club members, says Ron Galotti, publisher of *Traveler*.

Although circulation is smaller, it represents people who really are interested in the magazine, he says.

As circulation declined, advertising increased, with a mobile outdoor board blitz in New York, a 500,000 direct-mail test in March, and 3.5 million in July. The offer of 12 issues for $15 produced the highest single subscription response of any offering by Conde Nast, Mr. Galotti says. Rapp & Collins, New York, handled.

The publisher expects to sell 200,000 magazines on U.S. newsstands, an unusual move for a travel magazine, says Mr. Galotti. Another departure is that non-travel related ads account for 50% of the total.

The target audience for the magazine is a college-educated male between the ages of 35 and 54 with a median household income of about $66,000.

The problem with aiming just at the rich, says George Rosenbaum, president of Leo J. Shapiro & Associates, Chicago, a market researcher, is that there aren't enough of them to go around.

"Because of the limited numbers of people in this category, a sizable portion of a magazine's audience has to be drawn from the 'non-rich.' In fact, when you seek an audience of households making $100,000 or more, you only have 17 million households to choose from," says Mr. Rosenbaum.

For a publication such as *Millionaire*, which aims for a circulation of 1 million, there must be a lot of readers well below the $100,000 household income level, he says.

"Few actual millionaires will read a magazine called *Millionaire*, just as few playboys read *Playboy*," Mr. Rosenbaum says. "By the same token, a magazine titled *MBA* is a natural to attract those people who feel stifled by not having the degree."

First in a series of discussions in the M/A/R/C Symposium.

A Candid Discussion About Database Marketing.

Q: What is the difference between database marketing and traditional direct marketing?

A: Database marketing is the next evolution of direct marketing. The primary difference is the ability to communicate more precisely with different market segments and incorporate the consumer response back into the database. Once the response information becomes part of the file it can be used for segmentation purposes in creating the next direct marketing program. The advances in the data processing industry over the last 10 years have made storing of large amounts of information about prospects and customers much more affordable. The real magic is in the analysis of the data and its application to a particular marketing problem.

Q: I currently employ targeting tactics in my media buys. How will this be different in a database marketing environment?

A: It'll give you the ability to communicate more precisely with identified market segments. Analysis of promotion responders can yield strategic marketing direction.

So, the collective intelligence of the database improves with use. By appending the database with additional information from previous promotions or database overlays, targeting can be refined to much higher levels. Each new promotion or database overlay added to your consumer database provides more marketing variables to segment market niches that have a higher propensity to respond to your offer.

Q: What kind of marketing applications should be considered for database marketing?

A: Categories which have a high degree of switching, are mature, or have well-defined niches are excellent candidates. Examples of programs which work well in a database strategy are competitive and continuity promotion programs, frequent traveler and shopper programs, sales lead generation and business-to-business direct marketing programs.

Q: If you had to describe the biggest difference between M/A/R/C Database Marketing and others, what would it be?

A: There is a big difference between just collecting information and knowing what to do with it. The most important difference is our ability to leverage over 25 years of marketing and consumer research experience to design, develop and implement marketing programs that best suit your needs. It becomes a matter of knowing what to ask, and then knowing what to do with the answers. Database marketing allows you to communicate with each customer on an individual basis and create a dialogue that will continually enrich your market intelligence. As an example, we very often uncover information that points to needed changes in the marketing mix. So, the results of the interpretation of the information can optimize strategic marketing programs. M/A/R/C can also identify cross-selling opportunities, either for existing products and services or for new introductions. And, you can use it as a tool to outmaneuver your competition's marketing strategy in as many or as few markets as you choose. With M/A/R/C Database Marketing, pre-emptive planning will become the norm because you will have quantified knowledge of the category consumer base.

Q: Isn't database marketing going to make an already expensive advertising vehicle even more so?

A: The true benefit of database marketing is that it optimizes each marketing program that you run. As mass media costs rise and response to these programs gets harder to quantify, the need for measurable marketing solutions increases. The ability to fine tune your targeting, so you only reach those prospects which have a high probability of responding, can dramatically reduce your costs while improving your volume. M/A/R/C can provide a turnkey test of database marketing with your brand or service for less than $100,000.

Q: I know M/A/R/C has a great reputation in custom research, but I imagine you use a service bureau for database management. Don't you?

A: No. Most direct marketing agencies do use a service bureau. M/A/R/C is unique. Information has long been our business and our state-of-the-art computer capabilities enable us to do everything in-house. We think it is the only way to offer clients a formula for success where one plus one equals four.

M/A/R/C has a long history of proactive client service. We have been dedicated for the past two decades to working with clients to understand and create the best product or service mix to sell in changing market conditions. This expertise and dedication to service are carried forward into our newest service, database marketing. When you think about it, an integrated system customized to meet your individual needs – a system that's capable of revolutionizing your marketing strategy – is a powerful concept.

Q: OK. You've got my attention. How do I find out more about M/A/R/C Database Marketing?

A: Call Ken Orton at 1-800-527-2680 or return the coupon.

☐ *Yes. I want to arrange an interview to find out how effective M/A/R/C Database Marketing can be for my company.*
☐ *I'm interested, but before we meet, call me at my office.*

Name _____

Company _____ *Title* _____

Address _____

City, State, Zip _____

Telephone _____

M/A/R/C Inc.
Ken Orton, Vice President
P.O. Box 650083
Dallas, TX 75265-0083

MARC
The Artistry of Marketing. It Works.

Papers chummy with rich neighbors

By Joanne Cleaver

A part of the weekly ritual for the residents of tony Boca Raton, Fla., is the arrival of Society Monday, a special insert to the *Boca Raton News* and the *News* of Del Ray Beach, two small daily Knight-Ridder newspapers.

"I'm sure you're going to enjoy reading all about wonderful Ernie Simon who is the subject of today's centerfold feature. What a great guy! My life has definitely been enriched by getting to know him better and I'm sure yours will be too," says Lucille D'Orazio, editor of the pullout section, in her page two column.

And so the prose flows, with page after page of pictures of local residents and celebrities at parties, charity balls and similar events-to-be-seen-at.

Such a blatant attempt to win the favor of the affluent is rarely seen in daily newspapers. The majority of papers target the affluent by more subtle means, generally through zoned editorial coverage, weekly special sections, and Sunday editions that are heavy with specialized features, takeout sections and magazines.

Joanne Cleaver is a frequent contributor to Special Report.

The Society Monday special insert keeps Boca Raton area residents up to date on what their neighbors are up to like few other papers.

At the same time, papers with substantial affluent readerships want to sell those readers to advertisers by emphasizing their market penetration, reader loyalty and timeliness.

Newspapers, like other print media, attract the affluent and better educated consumers. The 1986 Simmons Market Research Bureau study of Media & Markets indicates that among households with incomes of $60,000 or more, daily papers have a 77% penetration, even though only 11.7% of all American households reach that annual income.

Among papers with a wealth of affluent followings, the statistics are also impressive. According to the 1986 Monroe Mendelsohn Survey of Affluent Adults in $50,000 households, the *Wall Street Journal* reached 19% of these households nationally, and the Sunday *New York Times*, had 12% readership.

A study published in April of *Journal* subscribers' travel habits revealed the average 1986 household income of the paper's subscribers was $119,000, with three members average in each household.

"They [the affluent] are 20% more likely to be heavy paper readers," says Ariadne Callas, VP, associate media director of Grey Advertising in New York. "If you look at the stuff they read, it's very trendy—news, style, fashion magazines and local city magazines. The topics they read in magazines indicates that newspapers should follow with their own sections."

Many newspapers with a concentration of affluent people in their markets cultivate their loyalty through a targeted editorial and advertising mix.

The Stamford *Advocate* and *Greenwich Time*, both in Fairfield County, Conn., cover a market where 40% of the adults live in households with incomes of more than $50,000. A 1987 Scarborough Report revealed that the papers are read daily by 62% of the adults in their markets, says VP-marketing Jack Findley. More than half of area residents with household incomes above $50,000 read either paper daily.

(Both papers, which share an advertising department, are owned by Times-Mirror. They have a combined circulation of about 44,000, or about 58% penetration of their market.)

"What we see here is that they have an almost insatiable appetite for local news," says Mr. Findley. "They can get national news from a variety of sources. So we've parlayed that [consumer] desire to our advantage in the market. We're not at all shy about promoting the upscale nature of our market to advertisers. It's our greatest strength."

Both newspapers give front-page coverage to local crimes, politics and other goings-on, but they also devote space to business, fashion, local social and real estate stories—three categories universally popular with the affluent.

That formula also proves successful for the Gannett Westchester/Rockland Newspapers, a group of 10 daily and Sunday papers covering the affluent counties just northwest of New York City.

While weekly fashion, real estate and home sections cater to readers' interests and appeal to local retailers and real estate brokers, the papers also concentrate heavily on local business coverage, says Elliott Eakin, research and sales development director.

With major corporations including IBM and General Foods Corp., located in Westchester County, the papers strive to deliver in-depth business coverage, Mr. Eakin says.

> ***"We're not at all shy about promoting the upscale nature of our market. It's our greatest strength."***
>
> **Jack Findley**
> **Stamford *Adocate***
> **and *Greenwich Time***

Besides local financial institutions and investment advisors, national financial services companies, along with airlines and some office equipment companies, consider it essential to regularly buy space in the business sections of even relatively small papers with heavy affluent readership.

"Our research shows that often the affluent are in small businesses or privately held firms, and they're often so involved in their businesses that they don't have time to read much of anything but the local paper," says Rodney Woods, VP, director-consumer market-

What the affluent read

Coverage by selected publications in $50,000-plus households

Publication	Audience (000)	Percent coverage
Sunday New York Times	3,745	12
Daily New York Times	2,637	8
Business Week	2,522	8
Forbes	2,546	8
Fortune	2,282	7
Harper's Bazaar	1,639	5
Newsweek	6,045	19
The New Yorker	1,636	5
New York	1,142	4
Time	7,864	24
Travel & Leisure	3,522	11
U.S. News & World Report	4,172	13
Vogue	3,226	10
The Wall Street Journal	6,206	19
Total	32,700	100

Source: Monroe Mendelsohn, 1986 Survey of Affluent Adults in $50,000-plus households

Power Brokers
We specialize in creating, managing and promoting sports marketing campaigns which deliver results at the finish line and at the bottom line.
THE CHAMPIONSHIP GROUP
SPORTS AND SPECIAL EVENT MARKETING SPECIALISTS
3690 N. Peachtree Road • Suite 300
Atlanta, Ga. 30341 • (404) 457-5777

800-TELEMARKETING
PLUS
CREATIVE COMPUTER SERVICES
EQUAL
SUCCESSFUL PROMOTIONS
C&C INFORMATION SYSTEMS, INC.
54 Willow Park Center
Farmingdale, New York 11735
1-800-424-7669
• Order/Inquiry Acceptance
• Auto Credit Card Deposits
• C.O.D. Processing
• Custom Computer Analysis
• Fulfillment Services

It's 10:00 pm.
Do you know where your parents are?

36% of our readers have attended live theatre and 29% have attended a concert in the past 12 months.
50plus
850 THIRD AVE. • NEW YORK, NY 10022 • (212) 715-2781

ing services for New York-based Merrill Lynch, Pierce, Fenner & Smith.

Merrill Lynch just completed a test with a direct response ad using several metropolitan Atlanta newspapers. "The initial volume of reponse was four times what we expected," says Mr. Woods. Consequently, a similar campaign is scheduled to be tested on the West Coast.

"Local papers allow us to implement regional strategies. We've also spent in them to support product rollouts, or to compete with local banks and trust companies. Papers are one of the fundamental building blocks of our campaigns across the country, especially to build awareness and traffic at the local level," he says. Merrill Lynch has 410 offices across the country.

Local dailies compete with the metros that try to lure the same affluent readers through geographically zoned sections that zero in on upscale neighborhoods.

The *Washington Post* has been refining its local coverage over the past several years, says Ron Browne, research director. Besides giving advertisers a chance to choose virtually any combination of its 84 zones (for inserts) the *Post* has pulled together what it calls the VIP edition.

Nearly 850,000 people live in these areas in Washington itself and surrounding parts of Maryland and Virginia. The Sunday *Post* reaches 89% of the households with incomes of $50,000 and more.

For all the intricacies of courting affluent readers and the advertisers that want to reach them, most newspaper executives emphasize that pursuing this group cannot be so obvious that it alienates readers who are still on their way up the economic ladder.

"The run to the affluent is borne of the immediate need to sell today. Advertisers say that's what they need. But in a newspaper, you can get the target demographics plus the rest of the audience as well," says Vernon Mallinen, director of marketing services at the Denver-based *Rocky Mountain News*, a Scripps/Howard paper.

"Targeted editorial should attract and retain readership in that area. But when it's zoned for limited distribution, you lose that overflow market. I hate to see that happen," he says.

The *Boca Raton News* solved that problem by transforming Society Monday into its only regular total market coverage vehicle; it is distributed free to 48,000 households as well as reaching the papers' 25,000 regular subscribers. The section has been so successful that the *News* is readying launches of several other similar efforts.

In its five years of circulation the section's advertising revenues have grown at an annual rate of 15%, resulting in issues that are routinely 48 to 96 pages. Half of that space is devoted to advertising, making Society Monday account for 8% of the *News*' overall advertising revenues.

Cautious, direct path a healthy one for 'Varia'

Varia is one of a growing number of publications whose publishers aim to take as few chances as possible.

The formula is simple: Send the magazine to a controlled circulation made up of one of the most affluent groups in the nation—doctors.

The median income for the individual reader of *Varia* is $131,300. For advertising, the pharmaceutical companies are ready customers.

The subject matter varies. *Varia*, as the magazine's title suggests, covers lifestyle topics from travel to architecture; while other magazines, such as the 14-year-old *Diversion*, from Hearst Corp., strictly are focused on topics from the travel industry.

Donald Tullach, *Varia's* publisher, has chosen to target its audience further than simply those titled Doctor.

The first year of publishing, beginning last January, limits circulation to the 110,000 primary-care doctors, which includes internists, osteopaths and cardiologists.

Other groups of the medical community will be added next year.

If the 16,000 U.S. psychiatrists are included, the magazine's circulation reaches a healthy 126,000.

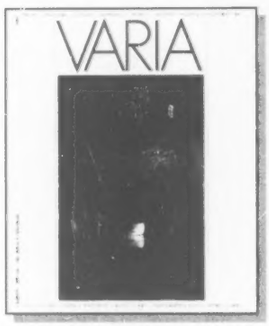
Another 7,000 neurologists could be added to a third edition and so on.

Advertisers for this six-times-a-year publication include four companies: Merck, Sharpe & Dohme; Stuart Pharmaceuticals; Smith, Kline &

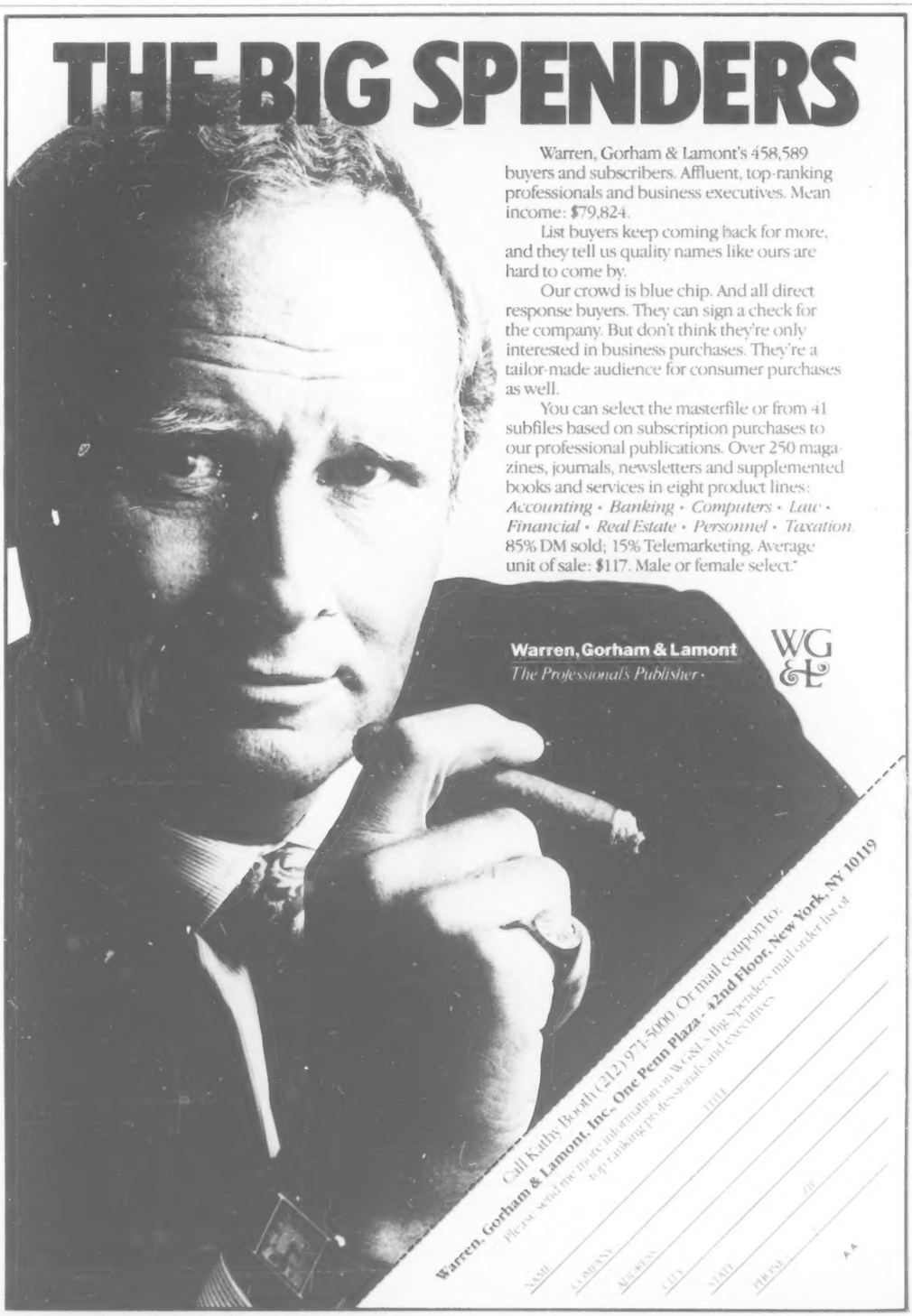
(Continued on Page S-32)

Sidelights

MARKETING TO THE AFFLUENT



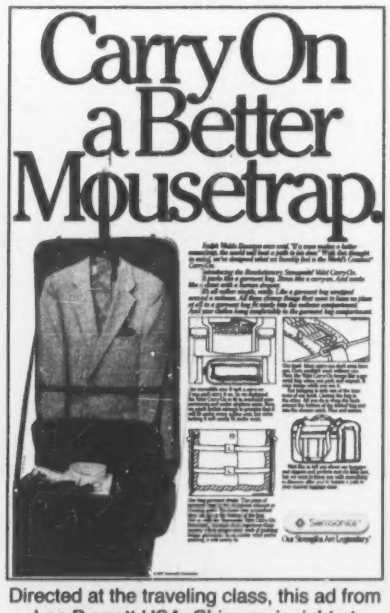
Varia mixes a potion of lifestyle-type features for its medical community audience.


THE BIG SPENDERS
Warren, Gorham & Lamont's 458,589 buyers and subscribers. Affluent, top-ranking professionals and business executives. Mean income: $79,824.
List buyers keep coming back for more, and they tell us quality names like ours are hard to come by.
Our crowd is blue chip. And all direct response buyers. They can sign a check for the company. But don't think they're only interested in business purchases. They're a tailor-made audience for consumer purchases as well.
You can select the masterfile or from 41 subfiles based on subscription purchases to our professional publications. Over 250 magazines, journals, newsletters and supplemented books and services in eight product lines: Accounting • Banking • Computers • Law • Financial • Real Estate • Personnel • Taxation. 85% DM sold; 15% Telemarketing. Average unit of sale: $117. Male or female select.
Warren, Gorham & Lamont
The Professional's Publisher
WG&L
Call Kathy Booth (212) 971-5000. Or mail coupon to:
Warren, Gorham & Lamont, Inc., One Penn Plaza - 42nd Floor, New York, NY 10119
Please send me more information on WG&L's Big Spenders mail order list of top ranking professionals and executives.
NAME
TITLE
COMPANY
ADDRESS
CITY
STATE
ZIP

BEST OF PRESS

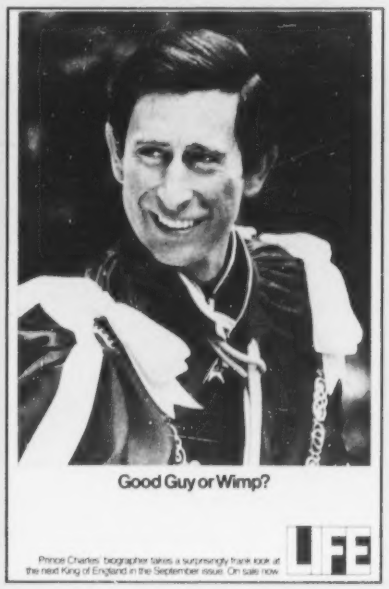
Barneys New York didn't become a top clothing store by being shy. It doesn't hurt, too, that miniskirts are back. The Knicks-height model will get attention if the sharp, with-it headline doesn't. Credit Barneys' in-house department for delighting most Sunday *New York Times* readers. Creative director: Neil Kraft; art director: Fabian Brone; copywriter: Glen O'Brien; photographer: Steve Meisel.

Best of Press selections are made by a committee of three: Hank Simons, VP-creative director, Newspaper Advertising Bureau, New York; James Dunaway, VP-information, Newspaper Advertising Bureau; and Patrick Reilly, ADVERTISING AGE newspaper-industry reporter. National System Inc., St. Louis, provides tearsheets to the Newspaper Advertising Bureau for much of this work. Agencies, clients and newspapers are invited to submit ads for review. Submissions should be sent to Mr. Reilly in AA's New York bureau.

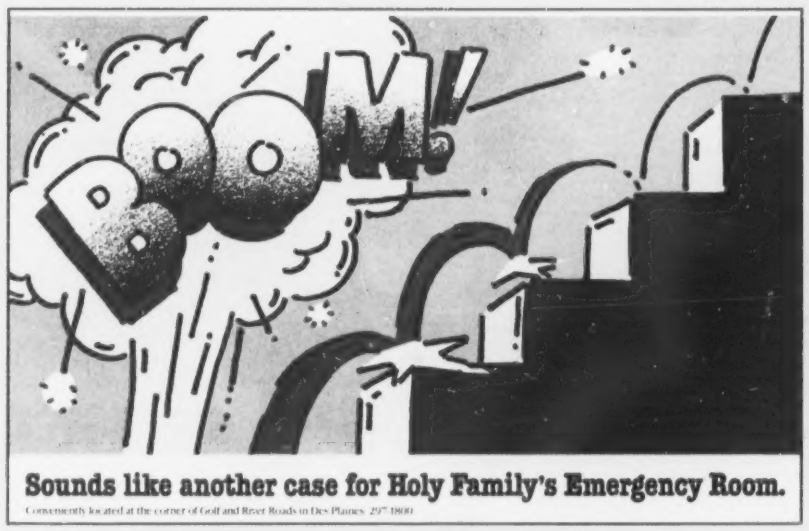


Directed at the traveling class, this ad from Leo Burnett USA, Chicago, is right at home as a page in *USA Today*. Besides emphasizing Samsonite luggage's practicality, the headline and copy target the busy businessman who is looking to simplify, simplify. Creative and art director: Bob Taylor; copywriters: Mr. Taylor and Dave Colwell.

Oldsmobile is not the first thing that comes to mind when you think of fast, state-of-the-art cars, but this ad for General Motors Corp.'s Oldsmobile division, from Leo Burnett USA, Chicago, sure makes you think otherwise. Also, the snappy, informative copy tells Mercedes-Benz, usually the first to trumpet its technological prowess, it's got some home-grown competition. Creative director: Don Gwaltney; art directors: Bob Billings, Joel Machak; copywriter: Dave Colwell.


Good Guy or Wimp?
Prince Charles' biographer takes a surprisingly frank look at the next King of England in the September issue. On sale now.

Perfectly simple . . . and vice versa. *Life* Editor Pat Ryan gets copy credit because the perfect line she wrote for the magazine's cover ended up being used as the ad headline too. The agency, Geer, DuBois, New York, gets credit for being smart enough to know when the client is right. Promotion director: Rip Odell; creative director: Steve Olderman; art director: Catherine Pelton; photographer: Lionel Cherruault.


BOOM!
Sounds like another case for Holy Family's Emergency Room.
Conveniently located at the corner of Golf and River Roads in Des Plaines. 297-1800

With just the right touch in illustration and headline, Sturm Communications Group, Chicago, shows that an ad for a hospital need not be antiseptically dull. It was the first time Holy Family Hospital, based in the Chicago suburb of Des Plaines, had singled out a specific part of its business. Credit Sturm's copywriter, Kim Visokey, for appealing first to people's funny bones. Art director: Gina Popp.

August spending up

NEW YORK—A summertime swoon in department store newspaper ad spending continued in August, according to the ADVERTISING AGE Flash Report on advertiser spending in major-market daily newspapers. The 16-category total for the month still posted a 5.9% gain over the year-ago period, however, to $313.6 million, propelled by robust dollar gains in the new car, food and amusements segments.

Nine of the 16 ad spending categories were up from August 1986 and seven were down *(see chart at right)*.

Department store spending finished August $10.3 million behind the August 1986 pace and $27.5 million behind 1986 for the June-July-August period. May results were ahead of last year.

General-merchandise stores, another big category, posted gains in July and August after a dip in June.

New-car spending continued on a hot streak, up $10.3 million in August over year-ago levels on the heels of big gains in July (up $17.7 million) and June (up $19 million). Spending in the amusement ad category posted another strong month: up $5.8 million in August after a $6.5 million gain in July.

Food store ad spending, another bright spot, bettered August 1986 by $4.4 million, or 15.1%, its second consecutive double-digit monthly gain. Other, smaller categories posting promising August results were: computer stores and supplies; computers, equipment and services; publishing and media; and banks and trust companies.

The airline ad category fell 18% in August from year-ago levels and spending in newspapers for cigarettes continued far behind its 1986 pace, off 45.7% to $1.7 million after declines of 54.3% in July and 50.7% in June.#

FLASH REPORT: Newspaper advertising investment for August

August 1987	IN 100 THOUSANDS IN MILLIONS	DOLLARS		CHANGE	
CATEGORIES	YEAR	1987	1986	ACTUAL $ G OR L	% G OR L
Amusements	1987	$40,238,915	$34,453,612	+5,785,303	+16.8
	1986				
Computer stores & supplies	1987	5,669,972	3,750,140	+1,919,832	+51.2
	1986				
Department stores	1987	96,770,189	107,114,143	-10,343,954	-9.7
	1986				
Food stores	1987	33,606,248	29,196,211	+4,410,037	+15.1
	1986				
Radio, TV, phonographs, records	1987	20,260,961	20,447,431	-186,470	-0.9
	1986				
General merchandise stores	1987	52,514,371	50,649,840	+1,864,531	+3.7
	1986				
Alcoholic beverages	1987	1,727,708	1,868,896	-141,188	-7.6
	1986				
Cameras, photo supplies & services	1987	120,727	374,869	-254,142	-67.8
	1986				
Computers, equipment & services	1987	2,288,050	506,239	+1,781,811	+352.0
	1986				
Public service utilities & communications	1987	4,558,795	3,764,024	+794,771	+21.1
	1986				
Publishing & media	1987	8,836,051	5,952,327	+2,883,724	+48.4
	1986				
Cigarettes	1987	1,685,400	3,103,713	-1,418,313	-45.7
	1986				
Airlines	1987	6,116,006	7,460,266	-1,344,259	-18.0
	1986				
Passenger cars-new	1987	31,748,538	21,427,737	+10,320,801	+48.2
	1986				
Banks & trust companies	1987	6,095,383	4,604,617	+1,490,766	+32.4
	1986				
Stock, bond & investment houses	1987	1,363,498	1,513,126	-149,628	-9.9
	1986				

This Flash Report of newspaper advertiser investments, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 29 dailies and 22 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.

Source: Media Records Inc.

Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

OCTOBER

	Current month 1987	Current month 1986	Year-to-date 1987	Year-to-date 1986
— Art & Antiques —				
Art & Antiques (10X)	79.9	61.4	589.2	448.1
Art News (10X)	128.5	107.0	899.9	780.9
Southwest Art	113.8	100.7	868.7	724.5
Total Group	322.2	269.1	2,357.8	1,953.4
% change		19.8%		20.7%
— Auto/cycle/rec. vehicles —				
ATV Sports	35.7	43.1	423.1	565.3
Autoweek (52X)	162.5	118.1	1,490.2	1,390.6
Car & Driver	86.2	77.8	930.7	863.8
Car Collector & Car Classics	17.9	23.4	173.0	164.2
Car Craft	86.7	69.7	864.9	746.0
Circle Track	66.5	48.0	763.9	605.3
Cycle World	29.2	22.3	501.3	451.8
Dirt Rider	29.5	26.1	342.6	389.8
Dune Buggies & Hot VWs	72.9	83.5	762.9	875.2
Family Motor Coaching	154.6	132.4	1,558.0	1,452.2
4 Wheel & Off-Road	87.5	72.3	887.4	858.1
Four Wheeler	89.0	73.0	861.0	824.0
Hot Rod	60.9	51.4	744.2	605.0
Motorcyclist	24.9	22.6	473.5	460.3
Motor Trend	52.5	71.9	746.6	633.1
Motorhome	79.7	72.5	850.3	916.4
Rider	25.3	31.3	413.1	492.9
Road & Track	86.1	89.7	1,005.2	963.0
Trailblazer	61.7	42.1	483.3	384.3
Trailer Life	103.3	87.0	1,051.7	1,112.2
Total Group	1,412.5	1,258.1	15,326.9	14,753.4
% change		12.3%		3.9%
— Boating & yachting —				
Boating	146.9	140.2	1,539.8	1,388.1
Chesapeake Bay	69.3	60.8	475.3	400.2
Cruising World	268.2	267.3	1,283.7	1,353.8
Lakeland Boating (11X)	58.5	—	716.1	629.2
Motor Boating & Sailing	153.5	145.1	1,632.8	1,708.8
Sail	115.1	119.4	1,096.3	1,137.3
Small Boat Journal(6X)	38.0	36.2	268.0	249.2
Trailer Boats(11X)	30.1	28.8	530.6	423.8
Western Boatman(6X)	—	—	186.1	195.3
Yachting	152.0	141.6	1,425.1	1,391.8
Total Group	1,031.6	939.4	9,153.6	8,877.5
% change		9.8%		3.1%
— Canadian —				
L'Actualite	126.2	99.8	780.3	798.6
Chatelaine:				
English Edition A.	131.0	101.9	794.4	914.9
French Edition	117.4	89.2	720.0	783.3
City & Country Home(10X)	93.0	94.8	483.8	428.7
Flare A.	113.4	101.6	855.3	808.2
Harrowsmith-Canada (6X)	—	—	225.8	195.2
Macleans (52X) A.	156.0	177.3	1,090.4	1,216.8
Moneywise	39.6	42.0	314.8	344.6
Reader's Digest:				
Canadian-English A.	70.6	57.9	566.1	729.5
Canadian-French A.	61.0	52.5	433.3	606.4
Toronto Life	137.0	100.0	934.2	841.2
Vancouver	80.3	79.2	664.2	733.4
Total Group	1,125.4	996.2	7,862.6	8,400.9
% change		13.0%		-6.4%
— Civic/fraternal —				
American Legion	36.4	35.7	340.4	247.0
Elks (10X)	18.0	18.6	175.6	165.7
Kiwanis	17.6	18.8	160.9	162.5
Lion (10X)	13.0	9.0	76.8	56.6
Rotarian	21.5	15.7	148.3	147.2
V.F.W. (11X)	36.8	37.4	288.6	253.5
Total Group	143.3	135.2	1,190.6	1,032.5
% change		6.0%		15.3%
— Comics —				
Archie Comics Group	8.0	5.0	64.0	40.0
DC Comics	8.0	7.0	64.0	54.0
Marvel Comics Group	9.0	9.5	89.5	79.5
Total Group	25.0	21.5	217.5	173.5
% change		16.3%		25.4%
— General —				
American Health (10X)	79.5	62.8	580.5	501.0
American Heritage (7X)	—	—	188.8	85.1
Arizona Trend	44.7	36.0	334.7	62.7
American West (6X)	—	—	183.5	197.2
Changing Times	69.5	71.8	614.1	500.9
Conde Nast's Traveler	38.5	—	113.0	—
Connoisseur	139.9	119.4	750.8	681.8
Consumers Digest (6X)	—	—	113.3	134.8
Ebony	99.6	90.3	912.4	923.6
Fifty Plus	41.0	44.1	384.1	355.7
Food & Wine	74.1	107.5	556.5	505.2
Games (6X)	15.2	12.7	91.6	201.4
Gourmet	151.1	128.8	983.5	890.2
Harper's A.	36.5	18.8	303.0	223.7
Harrowsmith (6X)	—	—	243.0	199.3
Let's Live	58.0	57.0	457.0	491.0
Life	41.7	38.1	448.1	500.7
Mature Outlook	43.6	45.0	232.8	211.5
Modern Maturity (6X)	—	—	177.7	170.4
Money	192.0	155.3	1,251.7	1,189.0
Money Maker	6.0	—	27.8	—
Moneyworth (4X)	—	—	34.2	30.5
Mother Earth News (6X)	—	—	263.4	259.3
Mother Jones (9X)	16.3	17.3	118.9	136.1
National Geographic	26.4	19.9	199.2	213.0
National Geographic Traveler(4X)	—	—	117.0	106.2
Natural History	51.8	49.0	344.5	405.0
Prevention	61.0	69.6	619.6	612.1
Psychology Today	32.7	29.5	292.0	288.7
Reader's Digest A.	115.8	108.0	886.1	923.4
Rx Being Well (6X)	—	—	125.0	100.5
Saturday Evening Post (9X)	42.1	39.0	289.3	266.3
Smithsonian	119.3	95.1	827.5	778.3
Sylvia Porter's Personal Finance (10X)	48.0	49.5	394.0	343.7
Town & Country	212.8	192.8	1,266.9	1,231.5
Travel-Holiday	64.2	52.4	531.0	432.4
Travel & Leisure	142.1	165.6	962.6	1,035.8
Vanity Fair	93.6	72.4	657.8	444.1
Writer's Digest	26.8	26.3	279.7	278.9
Yankee	108.2	114.9	789.8	751.7
Total Group	2,348.5	2,146.1	17,946.3	16,662.4
% change		9.4%		7.7%
— Home —				
Americana (6X)	26.8	25.0	107.7	136.4
Architectural Digest A.	174.0	195.4	1,217.5	1,212.7
Better Homes & Gardens	153.1	136.7	1,092.3	1,068.9
Colonial Homes (6X)	—	—	277.8	236.3
Columbus Monthly-Homes (4X)	34.2	23.7	121.1	105.4
Country Home (6X)	—	—	277.8	236.3
Country Living	114.7	93.4	876.2	727.4
Family Handyman (10X) A.	66.8	54.4	479.0	488.1
Flower & Garden (6X)	39.6	34.2	212.0	190.6
Home	51.3	73.5	520.0	498.1
Home Mechanics	83.8	67.3	585.6	585.4
The Homeowner (10X)	40.0	35.1	294.8	256.3
Horticulture	33.9	28.6	361.9	358.8
House Beautiful	95.6	83.0	714.0	709.2
House & Garden	139.9	138.5	935.1	931.5
Houston Home & Garden	84.8	76.6	709.3	739.9
Metropolis	101.6	82.2	523.4	330.2
Metropolitan Home	80.5	60.5	634.4	565.5
1,001 Home Ideas	81.0	55.5	511.9	454.8
Phoenix Home/Garden	81.0	104.5	709.0	695.8
Practical Homeowner	52.3	54.2	386.2	429.2
Rodale's Organic Gardening	40.3	39.0	487.8	563.3
San Diego Home/Garden	63.0	76.0	650.2	680.5
South Florida Home/Garden	43.8	37.5	323.4	317.1
Southern Accents (6X)	—	—	500.1	491.2
Southern Living	140.4	158.2	1,183.5	1,374.8
Sunset Magazine A.	134.8	145.9	1,203.6	1,347.3
Workbench (6X)	—	—	227.6	236.6
Total Group	1,957.3	1,879.1	16,123.0	15,967.6
% change		4.2%		1.0%
— In-flight & other passenger —				
Alaska Airlines	57.0	57.3	544.8	583.8
America West Airlines	64.3	26.5	500.5	241.3
American Way (24X)	164.5	89.4	1,089.6	921.8
Brighton Inflight Group:				
Continental	56.7	32.7	454.3	311.5
East/West Network:				
Eastern Review	71.3	81.7	667.8	972.3
Northwest	53.7	50.2	468.7	454.9
PSA Magazine	89.2	95.5	830.0	891.6
Pan Am Clipper	61.3	39.0	431.1	440.5
Spirit	67.2	93.0	595.9	961.3
TWA Ambassador	58.8	44.3	495.4	44.3
Vis 'A Vis	74.8	94.2	583.8	941.8
Halsey Publications:				
Delta Sky	101.7	82.0	809.2	741.3
US Air	73.3	55.9	514.2	455.8
Piedmont Airlines' Pace	111.2	74.9	900.0	823.1
Spirit of Aloha (6X)	33.1	24.4	311.0	275.5
Total Group	1,138.1	941.0	9,196.3	9,060.8
% change		20.9%		1.5%
— Men's —				
Esquire A.	109.7	107.8	895.8	952.8
Firehouse Magazine	56.6	81.4	460.8	449.2
Gentlemen's Quarterly A.	220.9	221.5	1,542.6	1,567.5
M Magazine	102.0	99.7	756.4	624.1
Muscle & Fitness	128.8	115.3	1,237.4	1,099.8
Penthouse A.	42.7	406.7	41.8	371.5
Playboy A.	61.5	61.4	528.4	597.9
Salute (8X)	30.7	—	181.2	91.0
Total Group	752.9	1,093.9	5,647.5	5,753.8
% change		-31.2%		-1.8%
— Metropolitan —				
Aloha (6X)	21.5	34.2	151.4	148.2
Atlanta	71.7	58.1	591.9	524.6
Baltimore	115.7	110.9	749.1	777.7
Boston	181.8	181.7	1,606.3	1,527.1
California	99.7	84.4	619.9	628.9
Chicago	120.0	165.1	1,037.1	1,305.8
Chicago's North Shore	96.3	93.7	842.5	816.1
Cincinnati	98.7	113.8	631.4	633.3
Cleveland	77.5	81.2	687.1	698.4
Columbus Monthly	94.6	81.2	725.9	696.0
Connecticut	134.4	112.7	999.9	946.1
D/Magazine, Dallas/Ft. Worth	142.7	143.3	1,096.8	1,211.2
Denver	38.7	41.4	360.8	357.0
Detroit Monthly	90.7	87.1	777.5	736.5
Grand Rapids	29.0	35.7	416.2	392.3
Gulfshore Life (10X)	56.0	45.0	689.8	601.0
Honolulu	56.8	64.6	607.5	601.8
Louisiana Life (6X)	—	—	196.3	191.9
Madison	51.0	62.0	631.0	506.6
Memphis	77.0	70.5	804.0	735.0
Metropolitan Detroit	110.2	94.0	666.1	743.0
Miami/South Florida	50.0	53.3	524.1	646.6
Mid Atlantic Country	27.6	42.8	348.6	407.2
Milwaukee	78.0	63.2	604.6	647.6
Minneapolis/St. Paul	132.5	117.3	1,026.6	969.9
Nashville	80.0	54.0	476.0	389.0
New England Monthly	47.0	48.7	440.2	381.4
New Jersey Monthly	135.4	87.4	942.3	792.7
Ohio	72.5	52.3	608.2	617.0
Oregon (6X)	43.5	—	232.0	—
Orlando	94.0	91.2	942.5	963.5
Palm Beach Life	77.1	70.9	600.4	567.8
Palm Springs Life	119.9	85.6	1,145.8	1,095.8
Philadelphia	176.4	165.4	1,477.7	1,319.0
Phoenix	62.8	69.6	658.4	890.8
Pittsburgh	74.3	77.2	674.2	654.0
St. Louis	55.9	61.1	544.0	482.2
San Diego	155.0	135.0	1,367.3	1,341.4
San Francisco Focus	134.5	135.3	959.8	933.2
Texas Monthly	146.9	135.3	968.1	1,193.9
Twin Cities	104.1	61.0	698.1	541.0
The Virginian (6X)	—	—	298.6	294.5
Washington (7X)	—	—	300.0	372.0
The Washingtonian	181.0	175.0	1,481.8	1,493.9
Total Group	3,812.1	3,542.1	32,207.8	31,772.4
% change		7.6%		1.4%
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	34.0	25.0	247.0	215.4
Secrets	34.0	25.0	247.0	215.4
True Confessions	34.0	25.0	247.0	215.4
True Experience	34.0	25.0	247.0	215.4
True Love	34.0	25.0	247.0	215.4
True Romance	34.0	25.0	247.0	215.4
Sterling Women's Group:				
Daytime TV	25.5	25.5	247.4	255.2
Modern Screen (6X)	15.5	15.5	73.5	79.2
Movie Mirror (6X)	—	—	14.5	18.5
Soap Opera Stars (6X)	18.2	15.8	82.5	78.6
TV Movie Screen (6X)	8.3	8.3	38.5	42.8
TV Picture Life (6X)	4.0	—	29.3	14.2
Total Group	275.7	215.3	1,967.8	1,780.7
% change		28.1%		10.5%
— Music/entertainment —				
Audio	307.1	272.8	1,009.1	945.6
Dance Magazine	51.8	51.8	468.3	402.3
Playbill	55.6	62.5	447.5	445.8
Total Group	414.5	387.0	1,924.8	1,793.7
% change		7.1%		7.3%
— National Sunday magazines —				
Parade (52X)	53.3	60.9	499.5	527.7
Total Group	53.3	60.9	499.5	527.7
% change		-12.5%		-5.3%
— Outdoor & sport —				
Alaska	32.4	51.2	340.1	426.1
The American Handgunner (6X)	—	—	229.0	193.0
American Hunter	24.5	33.4	222.0	210.9
American Rifleman	34.4	29.0	251.6	252.1
Backpacker (6X)	—	—	145.4	140.4
Bass Master (10X) A.	—	32.6	543.0	442.0
Bicycling (9X)	62.5	—	817.6	639.3
Ducks Unlimited (6X)	—	—	176.9	166.0
Field & Stream	72.6	92.9	845.0	898.9
Fins & Feathers A.	34.0	28.1	311.2	330.3
Fishing World (6X)	—	—	190.2	193.3
Florida Sportsman	96.9	80.1	1,188.2	1,064.4
Golf Digest	70.0	63.2	1,012.8	954.1
Golf Magazine	47.8	39.4	748.8	675.3
Gun Dog (6X)	—	—	183.2	175.3
Guns	40.0	35.0	316.0	312.0
Guns & Ammo	84.5	57.4	490.3	502.4
In-Fisherman (6X)	47.0	43.0	468.0	412.7
Outdoor Life	89.5	85.1	818.8	777.5
Outside Magazine	77.7	47.3	537.3	471.6
Petersen's Hunting	91.6	79.8	539.9	518.9
Runner's World (13X)	42.7	38.3	365.8	310.1
Salt Water Sportsman	79.8	64.9	1,040.5	888.8
Sierra (6X)	—	—	195.4	213.4
Shooting Times	51.7	43.4	380.5	372.6
Ski (8X) A.	170.2	147.0	625.2	552.2
Skiing (7X) A.	225.0	148.0	618.3	522.6
Skin Diver	84.2	80.6	1,040.9	920.2
Southern Outdoors (9X)	36.0	36.8	410.2	340.4
Southern Outdoors Saltwater(8X)	28.2	—	224.4	—
Sport	41.7	47.8	402.3	397.5
Sports Afield	113.2	79.0	852.6	721.8
Tennis	48.3	47.3	734.4	728.5
Waterski (8X)	—	—	445.3	347.2
Western Outdoors (10X)	35.8	26.8	383.0	402.9

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads.

All figures represented in this chart are supplied by the magazines. Advertising Age makes no attempt to verify them and, therefore, is not responsible for inconsistencies or errors.

(Continued on Page 130)

(Continued from Page 129)

OCTOBER

	Current month 1987	1986	Year-to-date 1987	1986
Wildfowl (6X)	37.5	26.6	90.2	77.8
Wing & Shot (6X)	—	—	74.9	10.0
Total Group	**1,899.5**	**1,584.1**	**18,259.2**	**16,562.1**
% change		**19.9%**		**10.2%**
— Photography —				
American Photographer	42.4	40.5	348.3	387.0
Petersen's Photographic	31.6	32.1	270.3	253.0
Popular Photography	82.5	65.8	675.2	579.7
Total Group	**156.5**	**138.4**	**1,293.8**	**1,219.7**
% change		**13.0%**		**6.1%**
— Religious —				
Charisma	65.5	56.0	510.7	508.4
Christian Herald (11X)	30.5	31.0	250.9	252.7
Christianity Today (18X)	58.2	57.2	451.2	435.8
Ministries Today (6X)	—	—	198.7	212.7
Moody Monthly	50.5	49.2	301.4	377.8
Our Sunday Visitor (52X)	21.7	18.5	139.4	111.5
Today's Christian Woman (6X)	—	—	190.2	145.3
Total Group	**226.4**	**211.8**	**2,042.5**	**2,044.2**
% change		**6.9%**		**-0.1%**
— Science/electronic /mechanic —				
Discover	47.9	44.0	435.4	323.9
Family & Home Office Computing	47.6	45.0	409.3	413.0
Omni	89.8	86.5	584.5	570.7
Personal Computing	266.7	179.8	1,646.8	1,241.4
Popular Mechanics	88.0	94.4	832.8	921.2
Popular Science	78.9	66.4	687.8	672.2
Scientific American	73.6	55.9	423.2	335.2
Spectrum	67.8	76.8	648.0	823.3
Total Group	**760.1**	**648.8**	**5,667.7**	**5,300.9**
% change		**17.2%**		**6.9%**
— Woman/fashion/service —				
Bride's Magazine (6X) A.	268.7	231.3	2,093.9	1,775.4
Cosmopolitan A.	223.2	258.3	1,981.2	2,041.2
Essence	73.5	81.3	770.5	803.6
Family Circle (17X) A.	227.1	208.4	1,317.9	1,445.4
Glamour	211.1	207.8	1,875.6	1,806.8
Good Housekeeping A.	170.4	160.4	1,375.3	1,561.7
Harper's Bazaar	170.1	180.3	1,346.8	1,430.6
Health	51.2	37.2	472.2	397.4
Ladies' Home Journal	135.3	125.6	1,011.3	1,087.8
Mademoiselle	148.4	159.3	1,484.4	1,330.8
McCall's	118.3	103.8	919.0	909.2
Modern Bride (6X)	177.0	185.7	1,721.5	1,534.7
Ms.	49.9	49.0	431.4	391.7
New Woman	91.8	83.4	806.7	730.0
Parents Magazine A.	127.2	142.8	1,073.9	955.5
Redbook	116.2	129.1	998.2	928.7
Savvy	40.3	44.0	350.8	327.4
Self	113.1	128.1	1,000.9	942.4
Seventeen	102.1	116.9	1,256.8	1,179.1
Shape	76.3	68.8	732.4	724.4
Soap Opera Digest (26X)	28.7	24.0	181.9	162.7
Teen Magazine	63.2	53.1	599.2	531.0
True Story A.	67.5	57.8	485.3	473.3
Vogue	339.8	370.1	2,772.3	2,659.8
W Magazine	148.6	141.0	1,268.7	1,168.2
Woman (9X)	44.0	28.5	250.0	161.5
Weight Watchers	29.5	33.8	320.1	334.6
Woman's Day (16X) A.	—	—	—	—
Women's Sports & Fitness	—	—	—	—
Workbasket	43.9	45.5	290.7	316.3
Working Mother	90.7	99.6	789.7	711.2
Working Woman	106.2	124.2	934.9	1,013.3
Total Group	**3,653.3**	**3,678.9**	**30,913.4**	**29,835.6**
% change		**-0.7%**		**3.6%**
— Youth —				
Boys' Life	16.0	15.1	167.6	164.9
Campus Life (10X)	—	—	280.1	272.9
Total Group	**16.0**	**15.1**	**447.7**	**437.8**
% change		**5.9%**		**2.3%**

SEPTEMBER

	Current month 1987	1986	Year-to-date 1987	1986
— Business/national —				
Barron's	242.6	237.3	1,866.2	1,658.9
Black Enterprise	45.6	49.2	626.0	661.9
Business Week (52X) A.	377.0	392.9	2,992.1	2,676.4
Business Month	—	—	—	—
Financial World (26X)	56.9	116.4	537.1	500.8
Forbes (26X)	290.6	293.2	2,363.2	2,248.9
Fortune (26X)	248.1	317.1	2,001.0	1,945.0
Frequent Flyer	70.0	71.6	516.3	538.2
Futures	140.5	83.2	517.5	439.9
Inc. Magazine A.	86.2	70.1	750.2	731.7
Income Opportunities	91.5	73.7	594.1	469.8
Industry Week (25X) A.	99.8	160.3	711.8	846.8
Nation's Business (12X) A.	55.0	24.2	288.5	299.7
Total Group	**1,803.8**	**1,889.1**	**13,763.9**	**13,017.9**
% change		**-4.5%**		**5.7%**
— Business/regional —				
Advantage-Nashville'sBus. Mo.	67.0	81.0	511.0	552.0
Arizona Bus. Gazette (52X)	43.4	35.5	322.2	284.2
Baltimore Bus. Journal	115.6	98.1	783.0	622.4
Boston Bus. Journal (52X)	145.8	150.5	1,250.2	1,192.3
Business Atlanta	53.3	56.2	547.1	573.9
Business First of Columbus	138.6	100.0	949.1	745.0
Business Journal-Milwaukee	148.7	145.6	1,138.6	958.0
Business Journal-Sacramento	92.5	66.2	598.6	406.9
Business North Carolina	51.7	49.1	403.0	384.2
Capital Dist. Bus. Review (52X)	75.7	—	714.9	—
Cincinnati Business Courier	113.6	107.7	963.1	686.5
Corporate Report Kansas City	29.0	32.8	207.9	244.1
Corporate Report Minnesota	101.0	113.0	679.0	710.0
Crain's Chicago Bus. (52X)	162.4	182.8	1,305.7	1,453.2
Crain's Cleveland Bus. (52X)	80.1	73.4	553.0	547.4
Crain's Detroit Bus. (52X)	89.6	82.4	687.6	558.1
Crain's New York Bus. (52X)	46.7	38.7	327.4	299.8
Florida Trend (13X)	81.6	96.3	690.8	725.5
Georgia Trend	84.2	65.0	605.2	477.6
Grand Rapids Bus. Journal	56.9	50.9	421.9	323.4
Hawaii Business	43.5	42.0	425.1	426.9
Houston Bus. Journal (52X)	83.0	97.0	603.0	770.0
Indianapolis Bus. Journal (52X)	138.3	170.7	1,227.3	1,340.2
Los Angeles Bus. Journal(55X)	129.5	54.8	697.7	314.4
Manhattan Inc.	105.1	101.1	651.3	610.8
New England Bus. (20X) A.	78.8	82.5	576.8	811.5
Pacific Bus. News (52X)	113.5	126.2	1,048.0	1,061.7
Philadelphia Bus. Journal (52X)	171.4	170.3	1,211.5	1,042.5
Pittsburgh Bus. Times (52X)	159.6	172.5	1,093.6	978.2
Providence Business News	70.2	64.0	618.6	192.2
Regardie's/Washington	183.0	142.0	1,268.0	1,122.0
San Diego Bus. Journal (52X)	30.0	57.6	285.0	302.0
South Florida Bus. Journal	172.2	196.6	941.4	1,030.0
St. Louis Bus. Journal (52X)	138.9	167.9	1,141.2	1,252.8
Texas Business	34.3	44.9	304.0	516.8
Warfields Monthly Baltimore	86.3	73.3	588.9	315.8
Total Group	**3,514.8**	**3,388.5**	**26,340.7**	**23,832.3**
% change		**3.7%**		**10.5%**
— National Sunday magazines —				
Parade (52X)	70.7	52.7	446.2	466.8
USA Weekend (52X)	45.1	49.7	350.5	449.5
Total Group	**115.8**	**102.4**	**796.7**	**916.3**
% change		**13.1%**		**-13.1%**
— Newspaper Sunday magazines —				
Boston Globe	194.4	221.5	1,622.9	1,628.6
Chicago Tribune	122.8	81.3	925.0	763.4
Cleveland Plain Dealer	85.7	90.9	544.8	469.8
Columbus Dispatch	23.5	57.7	315.6	353.8
Detroit News	68.0	72.0	626.0	675.0
L.A. Times	79.9	63.6	531.6	609.1
Miami Herald	39.1	40.2	324.0	390.0
New York Times Magazine	491.1	547.2	2,902.9	2,865.1
Philadelphia Inquirer	127.0	74.0	635.0	587.0
Seattle Times	78.0	68.0	520.0	504.0
St. Louis Post Dispatch	70.1	72.9	644.0	507.3
Toledo Blade Magazine	38.3	42.9	353.5	414.6
Washington Post	153.2	206.1	1,111.8	1,105.6
Total Group	**1,571.1**	**1,638.3**	**11,057.0**	**10,873.3**
% change		**-4.1%**		**1.7%**
— Weeklies/bi-weeklies —				
The Advocate (26X)	184.4	160.0	1,240.6	1,171.6
Army Times Military Group:				
Air Force Times (52X)	191.0	222.5	1,468.4	1,592.4
Army Times (52X)	173.0	197.0	1,427.4	1,491.4
Navy Times (52X)	192.3	212.0	1,593.8	1,663.6
The Blood-Horse (52X)	220.4	224.4	3,046.0	3,320.8
Capper's (26X)	26.9	33.2	246.0	240.4
Commonweal (22X)	7.0	8.0	69.4	56.6
Golf World (43X)	66.7	47.5	891.0	788.0
Grit (52X) A.	29.1	29.6	243.4	217.8
National Journal (50X)	64.0	58.0	555.5	491.5
National Review (25X)	40.7	28.8	284.9	265.8
New Republic (48X)	50.8	48.9	343.2	312.5
New York Magazine (50X)	334.9	319.8	2,137.2	2,153.2
New Yorker	230.8	254.0	1,611.2	1,712.4
Newsweek (52X) A.	223.6	272.3	1,761.5	1,706.4
People (52X)	307.3	374.6	2,442.9	2,608.1
Rolling Stone (25X)	171.8	144.0	1,202.6	965.5
Sporting News (52X)	58.1	48.9	459.3	456.1
Sports Illustrated (52X) A.	192.5	271.0	1,834.9	1,916.9
Time (52X) A.	177.9	258.8	1,626.8	1,760.7
Travelhost (52X) C.	3,511.5	3,468.0	28,545.5	29,005.0
TV Guide (52X) A.	439.9	403.6	2,644.6	2,557.9
TV Update (52X) C.	2,058.0	1,642.0	20,912.0	19,487.0
Us Magazine (26X)	51.0	42.8	412.4	357.3
U.S. News & World Report (52X) A.	151.9	169.2	1,107.5	1,118.1
Total Group	**9,155.5**	**8,938.9**	**78,107.9**	**77,416.9**
% change		**2.4%**		**0.9%**
— Foreign —				
Business Week Int'l (52X)	135.2	191.1	986.4	1,140.2
De Armas Publications:				
Geomundo:				
Argentina	5.0	3.0	31.0	11.0
Central America	9.0	5.0	52.0	34.0
Chile	7.0	5.0	41.0	38.0
Colombia	17.0	8.0	112.5	68.8
Ecuador	8.0	5.0	48.0	29.0
Mexico	8.0	10.0	73.5	74.2
Peru	6.0	4.0	44.0	25.0
Puerto Rico	8.0	3.0	48.0	25.5
U.S.	6.0	4.7	38.7	42.7
Venezuela	18.0	16.5	153.0	116.0
Hombre De Mundo:				
Central America	7.0	5.3	48.0	44.3
Chile	7.0	4.3	46.0	45.3
Colombia	18.5	20.8	106.3	126.0
Ecuador	7.0	2.3	43.0	38.3
Mexico	8.0	17.5	82.0	130.0
Peru	4.0	2.3	30.0	26.3
Puerto Rico	8.0	3.3	52.0	37.3
U.S.	12.3	5.7	116.2	84.7
Venezuela	14.5	18.8	147.5	164.3
Ideas Para Su Hogar:				
Argentina	3.5	4.3	17.7	11.8
Colombia	32.5	15.2	107.7	92.2
Ecuador	3.5	1.0	21.5	17.0
Mexico	19.3	16.8	83.3	66.5
Peru	16.0	1.5	51.5	27.0
Puerto Rico	—	—	—	0.2
U.S.	11.0	14.0	43.5	39.0
Venezuela	30.5	9.0	93.0	81.7
Mecanica Popular:				
Argentina	6.7	7.7	66.5	39.7
Central America	8.7	7.8	77.0	76.0
Chile	6.0	3.3	38.7	38.3
Colombia	19.3	12.0	161.7	129.0
Mexico	13.0	16.2	154.7	100.3
Peru	9.0	11.2	112.8	96.8
Puerto Rico	6.3	5.3	65.2	57.5
U.S.	2.2	4.5	36.0	52.5
Venezuela	14.2	8.7	125.7	94.2
Vanidades Continental:				
Argentina	42.2	6.5	142.3	31.8
Central America	43.8	40.3	148.3	152.3
Chile	13.8	6.8	44.2	35.0
Colombia	131.5	138.0	596.3	669.5
Ecuador	27.5	27.5	156.5	163.7
Mexico	111.2	113.0	653.3	676.5
Peru	39.0	18.8	176.8	138.0
Puerto Rico	58.0	32.0	308.0	274.5
U.S.	56.3	57.5	424.2	385.8
Venezuela	68.7	64.5	354.0	327.5
Hearst International:				
Buenhogar:				
Central America	2.0	1.0	7.0	10.0
Chile	1.0	1.0	8.0	11.0
Colombia	40.3	38.8	273.8	276.0
Ecuador	7.0	11.5	86.0	97.5
Mexico	41.5	32.5	269.7	264.5
Peru	13.0	10.0	111.5	70.5
Puerto Rico	9.0	6.5	36.8	80.0
U.S.	17.0	25.2	174.0	180.5
Venezuela	23.3	15.8	196.0	164.8
Cosmopolitan en Espanol:				
Central America	6.3	4.3	46.5	33.7
Colombia	26.5	26.5	156.0	126.0
Ecuador	1.0	—	18.0	—
Mexico	48.8	44.2	344.0	344.8
Peru	1.0	—	3.0	—
Puerto Rico	16.3	11.8	123.2	91.3
U.S.(Spanish language)	22.7	31.5	221.7	224.0
Venezuela	15.0	16.3	149.5	118.7
Cosmopolitan Foreign:				
Australia	75.4	88.5	569.1	567.9
Brazil	70.2	89.4	547.6	555.7
China	56.3	54.7	384.0	374.7
France	88.0	94.2	879.6	750.7
Germany	145.3	101.7	1,046.5	900.7
Great Britain	126.0	138.0	909.0	952.5
Greece	21.0	20.0	331.0	350.0
Holland	86.0	99.0	551.0	581.0
Italy	73.3	75.0	631.2	554.4
Japan	48.3	38.7	426.1	428.4
South Africa	95.0	101.0	631.0	672.0
Good Housekeeping Foreign				
Australia	43.0	50.4	301.9	307.7
Great Britain	141.0	125.4	1,120.1	1,065.2
International Management:				
Middle East	7.8	37.5	48.9	97.0
Johnston International:				
Alam Attijarat	25.5	43.0	209.4	301.7
Far East Business	25.0	37.8	232.4	326.0
Modern Africa (6X)	15.2	24.5	64.0	102.8
Latin America Finance (6X)	—	—	93.1	92.5
Newsweek International A.:				
Atlantic (52X)	107.5	96.0	621.0	669.1
Latin America (52X)	35.8	35.0	216.5	259.6
Asia (52X)	60.6	78.7	435.5	495.4
Progresso (9X)	9.0	13.5	40.5	64.0
Reader's Digest:				
Arabic	5.0	13.5	72.0	61.0
Asian	134.0	159.5	1,362.0	1,801.5
Australian	53.5	50.8	420.5	496.8
Belgian-Flemish	46.0	66.5	395.0	579.6
Belgian-French	34.0	40.5	270.5	343.1
British	51.6	41.6	411.2	396.1
Chinese B.	87.5	100.8	775.9	888.8
Danish	45.0	50.8	251.8	276.4
Dutch	41.5	38.0	308.6	308.6
Finnish	32.0	25.8	394.0	397.6
French	30.8	11.3	215.0	117.5
German	68.5	61.0	612.1	522.9
Iberian	—	3.0	2.0	12.5
Indian-English	70.5	77.0	624.0	603.5
Indian-Hindi	10.0	11.5	108.0	77.0
Italian	38.0	35.5	393.5	285.0
Korean	49.0	35.8	317.1	233.3
Latin American:				
Argentina	15.5	17.0	101.0	111.0
Brazil	—	—	—	18.0
Central American	4.0	7.0	35.0	60.0
Chile	13.0	14.5	94.0	100.0
Colombia	37.5	21.0	220.0	183.0
Ecuador	4.0	5.0	24.0	52.0
Mexico	56.5	51.6	516.2	482.4
Peru	3.0	7.0	31.0	62.0
Puerto Rico	5.0	6.0	30.0	42.5
U.P.B.	4.0	7.0	28.5	52.0
U.S. Spanish	18.0	8.5	80.5	145.5
Venezuela	3.0	8.5	32.0	54.5
New Zealand	58.5	69.5	429.0	481.3
Norwegian	17.0	6.5	136.8	64.5
Portugal	41.0	34.5	331.5	341.0
South African	78.0	93.5	620.5	676.5
Swedish	10.0	11.5	60.0	115.0
Swiss-French	32.0	23.0	194.5	186.3
Swiss-German	51.0	26.0	270.0	239.0
Time International:				
Time-Asia	69.0	88.0	435.2	594.4
Time-Atlantic	116.0	127.9	688.0	785.1
Time-Canada	187.4	230.2	1,237.5	1,474.8
Time-Latin America	44.5	55.5	268.4	384.2
Visao (52X)	137.5	128.7	935.5	1,179.7
Vision/Latin America (24X) A.	40.2	40.1	219.6	234.0
Total Group	**4,596.8**	**4,608.5**	**33,025.2**	**34,257.0**
% change		**-0.3%**		**-3.6%**

Colgate to run tighter ship

Restructuring to cut 600 jobs

By LAURIE FREEMAN

Colgate-Palmolive Co. is refining its global marketing structure and, in the process, eliminating 600 middle-management positions.

The restructuring gives stronger support to the New York-based company's decentralized and entrepreneurial management style. Colgate Chairman, President-CEO Reuben Mark said the changes will "improve the management of our global businesses and new-product momentum."

A Colgate spokeswoman amplified that by saying the company has "more new products that we can afford to launch" and that the restructuring is designed to increase the pace of introductions.

A senior Colgate executive said there will be "substantive changes" in Colgate's marketing strategy. Since all of the individuals involved with the restructuring have not yet been contacted, the Colgate executive declined to elaborate on plans.

He said, however, the restructuring "will add more category coverage than Colgate already has in place."

In Colgate's current setup, category managers have group product managers reporting to them. It reportedly is below that group level where cutbacks will be made. Sources said product managers at Colgate are one or two levels below the group product managers.

The Colgate announcement followed by a week the news that Procter & Gamble Co. was adding a new layer of management to its brand structure (AA, Oct. 12).

P&G's new category general managers will report to division managers and oversee similiar product groups.

Brand managers come under the advertising area *(see accompanying chart, which depicts one division and illustrates just this one area).*

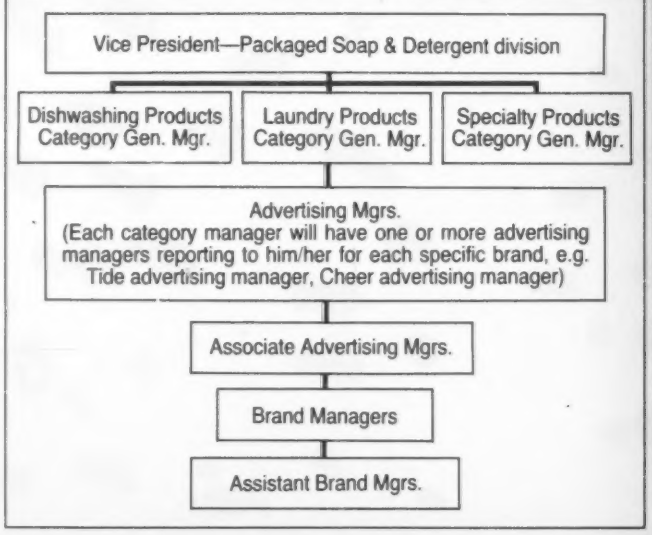
Industry analysts believe Colgate's refinement of its category management organization and continued streamlining of its manufacturing facilities will enable the company to stay competitive with P&G and Unilever, which also has been aggressively restructuring, particularly in the U.S.

Unilever has moved the personal care operations of its Lever Bros. unit to Chesebrough-Pond's, which it recently acquired.

In addition to the management restructuring, New York-based Colgate said it will sell two of its Kendall fiber divisions to International Paper Co., close six factories and streamline 30 others.

The total restructuring will cost the company $211 million before taxes, resulting in a loss for the third quarter, ended Sept. 30. The third-quarter results are expected to be released this week.#

P&G's new brand structure


Vice President—Packaged Soap & Detergent division
Dishwashing Products Category Gen. Mgr.
Laundry Products Category Gen. Mgr.
Specialty Products Category Gen. Mgr.
Advertising Mgrs.
(Each category manager will have one or more advertising managers reporting to him/her for each specific brand, e.g. Tide advertising manager, Cheer advertising manager)
Associate Advertising Mgrs.
Brand Managers
Assistant Brand Mgrs.

NFL

(Continued from Page 1)

their previous five-year contract with the league, may be in more trouble following the strike.

"Ratings in the [replacement] games dropped as much as 20%, but advertisers who stayed in were well ahead with bonus units," said Bart McHugh, senior VP-director of national radio and TV, DDB Needham Worldwide, New York. "The question is, how does this affect the NFL?"

For advertisers, there was general agreement that the strike would have caused severe damage for many advertisers had it lasted another two or three weeks.

The Major League Baseball championships and the World Series were the primary substitute for major advertisers who pulled out of football.

Some of the big spenders got lucky. Despite a heavy NFL schedule, Miller's primary selling season is the third quarter. Thus, football was temporarily expendable.

The automotive situation was more complex because of the new-car season.

"I'm sure the automakers have some regrets about being out at the beginning of the model year, and they're worried about whether ratings will come back," said Thomas O'Grady, president, Integrated Automotive Resources, a marketing-research company in Wayne, Pa.

Domestic auto sales from Oct. 1 to 10 fell 39% compared with the same period last year. However, Mr. O'Grady blamed the huge slump on the automakers' decision to end incentive financing programs and concerns about the economy.

Along with fall baseball telecasts, NFL telecasts are the key media to support fall introductions. The automakers would have spent an estimated $75 million to $80 million on the NFL this year.

GM returned to the Oct. 18 games, but Ford and Chrysler stayed out.

Due partly to the threat of strikes by the NFL and the United Auto Workers, GM structured a "lull" in its NFL advertising program during the early part of the season.

"We thought about a lot of strikes this year," said Lou Schultz, exec VP-director of media services, Lintas:Campbell-Ewald, Warren, Mich., which handles Chevrolet.

GM also added an unusual provision to its network buying contracts this fall: The company reserved the right to "cancel" advertising in the fourth quarter.

The strike did interrupt the launch of Buick division's 1988 Regal.

Pontiac also was in the midst of launching a major new creative effort. More than 25% of Pontiac's fourth-quarter budget went into NFL telecasts.

Chevy had the least to lose. It dropped ABC's "Monday Night Football" last season and planned to spend only about 10% of its fourth-quarter budget on the NFL.

Some advertisers said that because women buyers account for many new-car purchases, there was a positive fallout: placement of auto ads in prime-time shows, which have more female viewers than the NFL.

"The strike would have hurt us more five years ago, when we had a narrower target and a bigger proportion of our budget was in the NFL," said Peter Schweitzer, VP-general manager of J. Walter Thompson USA's Detroit office, which handles Ford Division.#

Network NFL losses per game

Network	Reg. season unit cost	Strike cost	Strike game revenue	Total loss
ABC	$195,000	$90,000	$7,440,000	$2.3M
NBC	$ 95,000	$30,000	$3,320,000	$1.4M
CBS	$115,000	$35,000	$3,990,000	$1.8M

ADVERTISING AGE cost estimates were based on the average regular season unit costs advertisers are believed to have paid for regular NFL Sunday and Monday telecasts. Because of advertiser defections during the three-week strike, each network had to refill about 20 to 22 30-second units per game out of an average of 50 :30s per game. The domestic car defections (Chrysler, GM, Ford) accounted for 12 :30s per game. Miller Brewing, which also defected, had scheduled about six :30s per game every other week. The remaining vacated units came from a host of other defectors. Advertisers that bought in after the strike started paid the average unit costs outlined above. Estimated revenue losses assume the networks either sold the vacated time or gave remaining advertisers two or three units for one.

Raymond Serafin and Patricia Strnad in Detroit, Cleveland Horton in Los Angeles and Sara Stern and Scott Hume in Chicago contributed to this story.

Tory

(Continued from Page 1)

velopment of the Saatchi empire. S&S has prepared advertising for three election campaigns during the nine years it has held the account.

Privately, executives say the agency has grown frustrated over criticism of its work and also that certain desirable accounts will not consider the Saatchi agency because of its Conservative Party ties.

The relationship itself is highly political. Saatchi intially wanted to resign just after the last election, but felt that would imply the agency was deserting Norman Tebbit, the Conservative Party chairman, who himself resigned. The agency has a solid relationship with Mr. Tebbit.

That position is sought by Minister of Trade & Industry Lord Young, who is believed to favor Lowe Howard-Spink & Bell as an adviser in political advertising.

Some people speculate Saatchi's resignation is timed to pre-empt the agency's firing down the road.

During the latest election, there were rumors that Lowe's Tim Bell was consulted by the Conservatives about advertising, which many observers felt was inferior to that of the Labour Party. Both agencies denied the story.

But it is known the Conservatives did contact executives at Young & Rubicam about lifestyle research in connection with that campaign.

The account has never been lucrative. The party spent more than $6.5 million in media on the latest election, sources said.#

Pasta

(Continued from Page 3)

Gourmet Fresh Pasta, which markets a line of refrigerated pastas in California under the Marie Callendar's name. The company has a licensing arrangement with Ramada Inns' Marie Callendar's Restaurants.

All three companies are hoping to fare better than Camden, N.J.-based Campbell Soup Co., whose Fresh Chef line also featured refrigerated pasta sauces. Campbell pulled Fresh Chef earlier this year (AA, April 6). Fresh Chef also included soups and salads. Campbell cited distribution problems and the failure to recognize regional preferences as reasons for its withdrawal.

Campbell continues to experiment with the line, however, under the auspices of its Mrs. Giles Country Kitchens subsidiary.#

DCI sale

(Continued from Page 1)

to Times Mirror equals $76.5 million. Depending on approval from both companies' boards, Times Mirror will take control of the magazines Dec. 1.

One extremely attractive magazine property remains: *Modern Bride*, an every-other-monthly with circulation of 383,553 and 1986 revenue of $23 million. "There is still tremendous interest in *Modern Bride*," Mr. Spillane said. "If someone came in and hit us with a huge number, we'd have to look at it."

The NYT Magazine Group and Hearst are considered the main contenders, though sources say Playboy Enterprises is keenly interested.

Andrew J. Dempsey, president-ceo, Times Mirror Magazines, said his company did not seek *Modern Bride*, nor was it offered by Mr. Diamandis. "At the outset, those four magazines were the ones we wanted," Mr. Dempsey said.

The deal was closed Oct. 16 and involved three-way, cross-country telephone calls between Times Mirror executives in Los Angeles, Mr. Diamandis at the American Magazine Conference in Palm Desert, Calif., and Mr. Spillane in the DCI New York offices.

The deal significantly changes the complexion of Times Mirror Magazines. Three of the magazines Times Mirror bought—*Field & Stream*, *Home Mechanix* and *Skiing*—duplicate the categories of three of its existing magazines, *Outdoor Life*, *Popular Science* and *Ski*. Times Mirror also publishes *Golf Magazine*.

"The move will give Times Mirror a larger share of the market," said Leo Scullin, senior VP, Young & Rubicam. "They aren't going to close down the titles. They will have a larger share by publishing both."

Times Mirror's Mr. Dempsey said no immediate changes were planned for the new magazines but added that eventually there would be a reorganization of Times Mirror Magazines' sales and marketing areas.

"They [the DCI magazines] have found a good home at Times Mirror," Mr. Scullin said. "Times Mirror knows how to publish in these categories. To this point they have been a quiet publisher focused on the editorial product."#

Zayre

(Continued from Page 3)

ware at the cash register to calculate a club member's total points, which are printed on the receipt.

"We have several million members, and I would be crazy to abandon it," said Cary Deacon, VP-marketing at Zellers.

No other U.S. retailers have introduced such a program, but others are considering it, said Doug Hosking, national director of electronic shopping consulting for Touche Ross, San Francisco. "I think we will see more of it," he said.

Mr. Hosking would not divulge which retailers are examining the programs but noted they include upscale and discount operations.

Mr. Snell said Zayre will spend several million dollars to implement the program. If Frequent Z is successful, it will be rolled out nationally next spring, he said.

Zayre is testing other, undisclosed promotional ideas in several markets, he added.

Frequent Z will be advertised with TV spots and in-store promotion. AC&R/DHB&Bess, New York, replaced Ingalls, Quinn & Johnson on the $20 million account earlier this fall (AA, Oct. 5).#

Tony Thompson in Toronto contributed to this story.